

United States Department of the Interior
National Park Service

National Register of Historic Places Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

ORIGINAL - NOT TO BE REMOVED
FROM FILES

NPS use only
received
date entered

1. Name

SEE SITE FILE STAFF FOR
ORIGINAL PHOTO(S) OR MAP(S)

historic Sears, Roebuck and Company Department Store

and/or common Sears Building

2. Location

street & number 1300 Biscayne Boulevard N/A not for publication

city, town Miami N/A vicinity of

state Florida code 12 county Dade code 025

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
	N/A	<input checked="" type="checkbox"/> no	<input type="checkbox"/> military	<input checked="" type="checkbox"/> other: Vacant

4. Owner of Property

name Sears Roebuck and Company

street & number 675 Ponce De Leon Avenue, N.E.

city, town Atlanta N/A vicinity of state Florida

5. Location of Legal Description

courthouse, registry of deeds, etc. Dade County Courthouse

street & number 73 West Flagler Street

city, town Miami state Florida

6. Representation in Existing Surveys

1. Dade County Historic Survey
title 2. City of Miami Conservation Program has this property been determined eligible? yes no

1. 1978
date 2. 1983 federal state county local

1. Metro-Dade Community & Economic Development

depository for survey records 2. City of Miami Planning Department

city, town Miami state Florida

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Sears, Roebuck and Co. Department Store is a four-story Art Deco style commercial building located at the entrance to uptown Miami. Rectangular in plan, the building features a seven-story tower placed on a 45 degree angle on its southeast corner. The building is of reinforced concrete construction with a smooth stucco surface and is decorated with a variety of low relief ornamentation. Although several additions have been made to the building, none compromise its basic integrity. Several smaller buildings and a surface parking lot are also located on the property, which covers an entire city block.

Located on the northwest corner of Biscayne Boulevard and N.E. 13th Street, the Sears, Roebuck and Co. Department Store is a detached building which fronts directly on the sidewalk. Topped with a flat roof, the building originally featured four bays across the east (front) facade and six bays across the south facade. The verticality of the building is emphasized by engaged, fluted piers which divide each bay and by the octagonal tower. The tower, the building's most prominent feature, is decorated with intricate, low relief ornamentation executed in a variety of stylized designs as was typical of the Art Deco style. A panel of birds and flowers adorns the lower portion of the tower, while ziggurats, floriated patterns, and a zig-zag decorative band outline the parapet. Atop the tower are two large Sears signs that replace the original vertical sign running the length of the tower.

The main entrance to the building is located in the second bay on the east facade and features a pair of modern, aluminum and glass doors, topped with a transom. The entrance is flanked by heavy, fluted piers and is topped with a panel containing the store's name. Store windows on the first story are fixed, with four large glass panels. The original transoms over the windows are now covered, and metal awnings have replaced the original striped, canvas awnings. Windows on the other three stories are grouped in threes and are double hung metal sash with one over one lights.

In addition to the ornamentation on the tower, the main building is embellished with a band of chevron designs along the parapet and zig-zag motifs between the first and second story windows. A floriated band is located above the second story windows over the main entrance. The vertical fluting which separates each bay is further emphasized on the first story by slightly projecting fluted piers topped by stylized ziggurats.

Large additions have been made to the building at two different times in its history. In the early 1930s, a two story structure directly north of the Sears store was annexed. This building, also constructed in 1929, originally housed a Burdines Department Store. That store, however, was forced to close shortly after opening because of the Depression. Although not part of the original Sears building, the annex maintains a continuity of design due to its similar scale, setback, and use of materials. The building features a stepped facade in the central bay, highlighting the main entrance. The recessed doorway is flanked by native keystone and is topped with a large panel of glass block. Keystone also defines the foundation of the building. Large store windows with metal awnings are located on either side of the main entrance.

A one-story service station was added to the south facade of the Sears building in 1934. This addition was enclosed, and a second and third story were added in 1958. This addition, located on the western three bays of the south facade, respects the main building in scale, materials, and detailing. The southern end of the addition features an octagonal corner, echoing the octagonal tower. Low relief ornamentation decorates the first story, while the second and third stories are plain. Awning windows, grouped in banks of four, pierce the upper two stories. Also located on the southwest corner of the site are a two-story automobile service station with two attached service bays and an open garage. The remainder of the site is a surface parking lot.

The Sears building is presently vacant and the interior is not accessible.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1929 Builder/Architect Harrison Construction Co. (Miami, FL)
Nimmons, Carr & Wright (Chicago, IL)

Statement of Significance (in one paragraph)

The Sears, Roebuck and Co. Department Store is significant in the history of architecture, commerce, and community planning in Miami. Built in 1929, the Sears Building is one of the finest examples of Art Deco style architecture in Miami and embodies the distinctive features of that style as applied to a large, commercial structure. The building, moreover, is the earliest known example of the Art Deco style in Dade County, predating the Art Deco buildings on Miami Beach by almost six years.¹ The opening of the Sears store on Biscayne Boulevard marked the culmination of efforts to establish a new shopping area for Greater Miami. The building, therefore, reflects the city's changing attitude toward commercial development in the late 1920's, brought about by the growing use of the automobile which led to the decentralization of shopping areas.

During the late 1920's, Sears, Roebuck and Company was opening a new store every two working days. South Florida's first Sears store, selling only tires and auto accessories, opened in 1928 in an older, four story building at 835 West Flagler Street. The immediate success of this store and a careful survey of the community by company experts prompted Sears to build a larger retail department store on Biscayne Boulevard in the following year.² Groundbreaking for the new store took place on May 15, 1929, and the official opening was held on November 14, 1929.³ Constructed at a cost of \$750,000, the Biscayne store was the thirty-third store in Sears' southern territory and the third store in Florida.⁴

Heralded as a great event for Miami, the opening of the store captured the City's attention. During the opening ceremonies, Mayor C.H. Reeder characterized the new store as "the finest store in the south."⁵ The Miami Daily News published a special, eight-page supplement on Sears, and the opening received widespread publicity elsewhere. As a result, more than 6,000 people visited the store during its first two hours of operation.⁶

Designed by the prominent Chicago architectural firm of Nimmons, Carr and Wright, the Sears building is typical of the many stores that the firm designed for Sears and reflects the firm's philosophy in the design of these buildings. The choice of "modern" design to express the form and proportion of the entire composition and its parts is evident in the Biscayne Boulevard store. George Nimmons expressed his firm's design philosophy in a 1928 article which appeared in The American Architect:

The architectural treatment of the exterior design of these [retail store] buildings represents an effort to design in conformity with the modern movement. No historic style of architecture was followed, but the expression of the plan and arrangement of the parts of the building, together with the features of its construction were made the basis of the design. In nearly every case the vertical lines of construction were marked by strong piers or projections, and no cornices whatever were used. Forms and proportions of the whole composition and its parts were depended upon principally for the effects or design in each case. Features of importance were emphasized in a simple way by enrichments of stone carving in low relief.⁷

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Continuation sheet One

Item number 8

Page 1

The Biscayne store embodies many design features of Art Deco style architecture, the style most closely associated with Sears stores built during the 1920's. Foremost among these is the central tower, a trademark of Sears. The pronounced verticality of the tower is emphasized by the building's engaged fluted piers, a feature typical of the Art Deco style. Also noteworthy is the variety of low relief ornamentation, highlighting such building features as the tower, entrance, and roof line. Although the store on Biscayne Boulevard is one of hundreds of Sears buildings constructed throughout the country during the early twentieth century, it is the only such building in South Florida.

The development of Biscayne Boulevard into a major commercial thoroughfare was a business venture unparalleled in Miami's history. The Boulevard was envisioned by the Biscayne Boulevard Company as a complete shopping center, carefully designed for beauty and comfort, while at the same time located outside of the downtown district. Characterized as the "new Fifth Avenue of the South,"⁸ the Boulevard became the forerunner of the modern shopping center, as developers began to recognize the increasing importance of the automobile.

The Sears store, located at the foot of Biscayne Boulevard where a traffic circle marked one of the busiest intersections in Miami, served to anchor the Biscayne Boulevard development. In deciding to locate its new retail store here, Sears officials stated that although the Boulevard was far removed from downtown Miami, customers would use their cars to get to the store.⁹ Therefore, the abundance of parking spaces was of prime importance in the selection of a location. In basing its decision on such a factor, Sears foreshadowed the course of development in Miami for the next several decades.

Although the Sears store opened just as the country was entering the Depression, it survived and even flourished. The Burdines Department Store next door, however, did not, and Sears soon expanded into that two story building. The Sears building has remained relatively unaltered during its 55-year history, and those changes and additions that have been made do not compromise the integrity of the building.

The Sears Building has been vacant since June 1983 when company officials closed the oldest South Florida store. Although the future of the building remained in jeopardy for an extended period of time following its closing, the building is now likely to be sold to a developer who hopes to utilize the 25 percent Investment Tax Credit to rehabilitate the structure.

FOOTNOTES

¹ Metropolitan Dade County, From Wilderness to Metropolis, 1982, p. 133.

² "Fiftieth Year Celebrated," The Gold Coaster, March 1978, p. 3.

³ "Sears, Roebuck Store Opened by Miami Mayor," Miami Daily News, November 14, 1929.

⁴ "1929-Biscayne Opens," The Gold Coaster, March 1978, p. 4.

⁵ "Sears, Roebuck Store Opened by Miami Mayor," Miami Daily News, November 14, 1929.

⁶ Ibid.

(See Continuation Sheet)

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Continuation sheet Two

Item number 8

Page 2

⁷George C. Nimmons, "The New Renaissance in Architecture," The American Architect, 1928, pp. 144, 148.

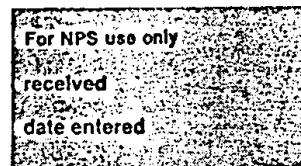
⁸"Boulevard Is Merger of Two Developments," The Miami Herald, July 28, 1929.

⁹"Store Mobbed At Opening," The Gold Coaster, March 1978, p. 6.

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Continuation sheet Three

Item number 9

Page 1

"Boulevard is Merger of Two Developments." The Miami Herald, July 28, 1929.

Dade County, Florida. Community and Economic Development. Historic Preservation Division.
Dade County Historic Survey, Site Inventory file for 1300 Biscayne Boulevard, Miami,
Florida.

"Eight Modern Department Stores." The Architectural Forum. Vol. 58, No. 5, May 1933,
pp. 357-372.

Epstein, Steven. "Sears." (Unpublished Research Report). Copy on file in City of Miami
Planning Department, Miami, Florida, 1979.

The Gold Coaster. (Newspaper Published for and by the Employees of the South Florida Sears
Group). Vol. 10, No. 1, March 1978, pp. 2-7.

Metropolitan Dade County. From Wilderness to Metropolis. Miami: Franklin Press, Inc., 1982.

Nimmons, George C. "The New Renaissance in Architecture." The American Architect. Vol. 134,
No. 2550, August 5, 1928, pp. 141-149.

"Sears, Roebuck and Co. Retail Stores." Architectural Record. Vol. 69, June 1931, pp. 490-491.

Sears, Roebuck and Co. Section. Miami Daily News, November 13, 1929.

"Sears, Roebuck Store Opened by Miami Mayor." Miami Daily News, November 14, 1929.

"Store of Sears, Roebuck and Co., Miami, Florida." Architecture. Vol. 62, October 1930,
pp. 227-228.

Withey, Henry F. and Elsie Rathburn Withey. Biographical Dictionary of American Architects.
Los Angeles: New Age Publishing Co., 1956.

Author: <Edson_Beall@nps.gov (Edson Beall)> at Internet
Date: 8/14/97 3:43 AM
Priority: Normal
TO: Barbara Mattick at GRAYDHR
Subject: National Register List 08/15/97

----- Message Contents -----

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
NATIONAL REGISTER OF HISTORIC PLACES
P.O. BOX 37127 MAIL STOP 2280
800 NORTH CAPITOL ST. NW
WASHINGTON DC 20013-7127

The Director of the National Park Service is pleased to announce actions on the following properties for the National Register of Historic Places. For further information contact Edson Beall via voice (202) 343-1572, fax (202) 343-1836, regular or E-mail: Edson_Beall@nps.gov

This list is also available on-line for viewing, downloading, and printing from our web site:
<http://www.cr.nps.gov/nr/listings/nrlist.htm>

CHECK OUT OUR NEW ON-LINE TRAVEL ITINERARY OF BALTIMORE

at the National Register Home Page: <http://www.cr.nps.gov/nr/nrhome.html>

WEEKLY LIST OF ACTIONS TAKEN ON PROPERTIES: 8/04/97 THROUGH 8/08/97

KEY: State, County, Property Name, Address/Boundary, City, Vicinity, Reference Number, NHL, Action, Date, Multiple Name

CONNECTICUT, NEW HAVEN COUNTY,
Grove Street Cemetery,
200 Grove St.,
New Haven, 97000830,
LISTED, 8/01/97

FLORIDA, DADE COUNTY,
Boca Chita Key Historic District,
NW section of Boca Chita Key, roughly bounded by Biscane Bay and a stone wall,
Miami vicinity, 97000795,
LISTED, 8/01/97

FLORIDA, DADE COUNTY,
Sears, Roebuck and Company Department Store,
1300 Biscayne Blvd.,
Miami, 84003903,
LISTED, 8/08/97

FLORIDA, LAKE COUNTY,
Duncan, Harry C., House,
426 Lake Dora Dr.,
Tavarcs, 97000860,
LISTED, 8/08/97

FLORIDA, POLK COUNTY,
Lake Wales Historic Residential District,
Roughly bounded by the Seaboard Airline RR grade, CSX RR tracks, E. Polk Ave., S
.. and N. Lake Shore Blvds.,
Lake Wales, 97000858,
LISTED, 8/08/97

FLORIDA DEPARTMENT OF STATE
Office of the Secretary
Office of International Relations
Division of Administrative Services
Division of Corporations
Division of Cultural Affairs



MEMBER OF THE FLORIDA CABINET
Division of Library & Information Services
Division of Historical Resources
Ringling Museum of Art
Division of Licensing
Division of Elections

FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF HISTORICAL RESOURCES

September 24, 1997

Mr. Michael Spring, Executive Director
Dade County Cultural Affairs Council
111 Northwest First Street, Suite 625
Miami, Florida 33128

Re: The Sears Roebuck & Co. Department Store

Dear Mr. Spring:

It is a pleasure to forward the enclosed certificate honoring the listing of the above referenced property in the National Register of Historic Places.

We hope that you will display this certificate in an appropriate location as a permanent reminder of the historical significance of this property. We will be happy to answer any questions you may have regarding the National Register Program, and to work with you in any way we can to preserve this important cultural resource.

Please do not hesitate to call us if we can be of any help.

Sincerely,

A handwritten signature in black ink, appearing to read "George W. Percy".

George W. Percy
State Historic Preservation Officer

GWP:Gbm

Enclosure

DIRECTOR'S OFFICE

R.A. Gray Building • 500 South Bronough Street • Tallahassee, Florida 32399-0250 • (850) 488-1480
FAX: (850) 488-3353 • WWW Address <http://www.dos.state.fl.us>

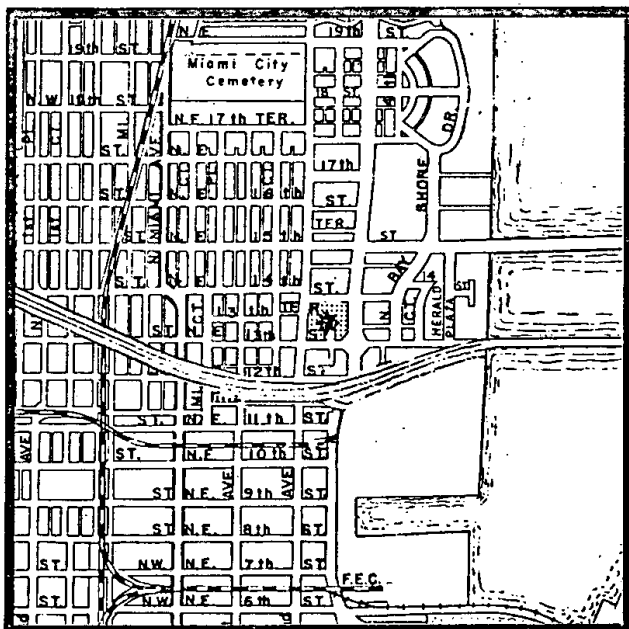
ARCHAEOLOGICAL RESEARCH
(850) 487-2299 • FAX: 414-2207

HISTORIC PRESERVATION
(850) 487-2333 • FAX: 922-0496

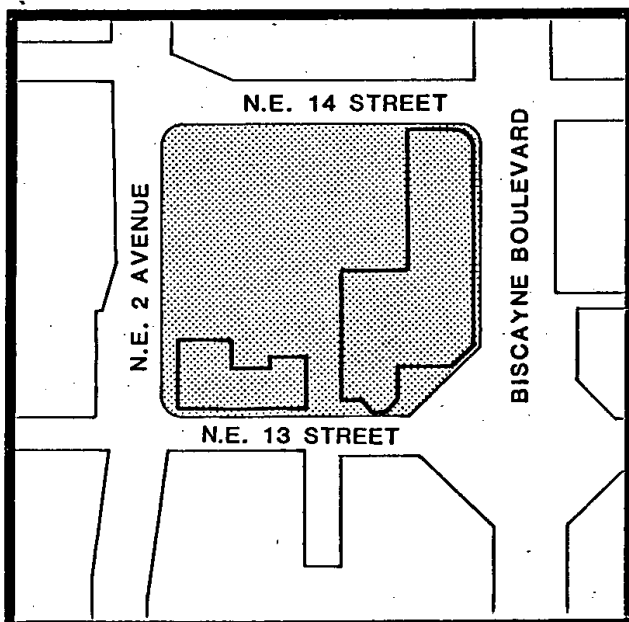
HISTORICAL MUSEUMS
(850) 488-1484 • FAX: 921-2503

SEARS, ROEBUCK AND CO.

1300 BISCAYNE BOULEVARD

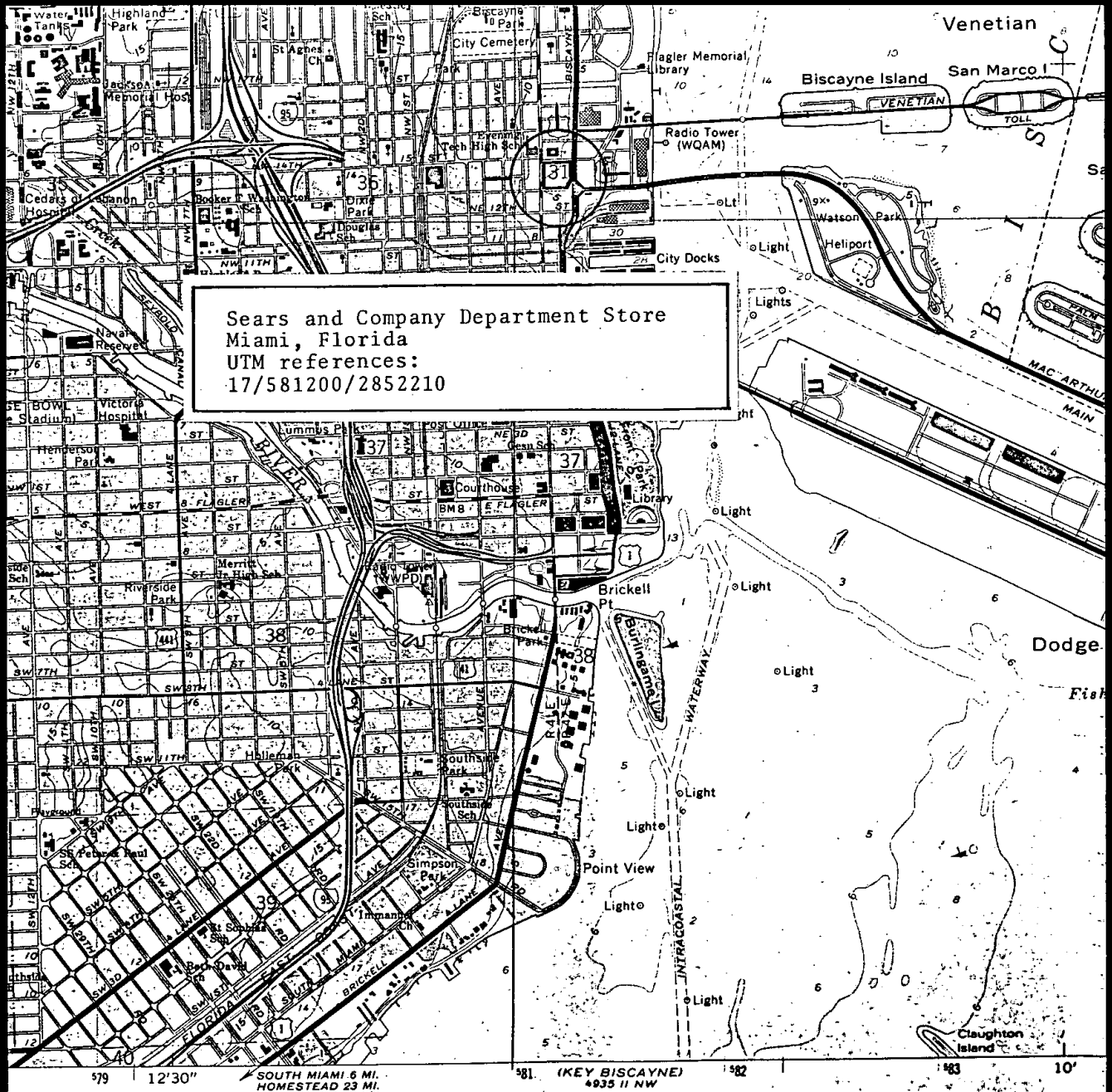


location



site plan

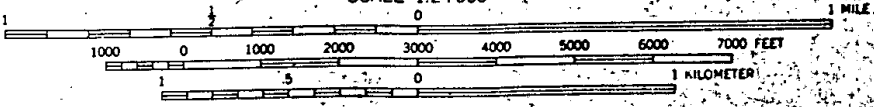
7



Sears and Company Department Store
 Miami, Florida
 UTM references:
 17/581200/2852210

579 12°30' SOUTH MIAMI 6 MI. HOMESTEAD 23 MI. 581. (KEY BISCAYNE) 4935 11 NW 582 583 10'

SCALE 1:24 000



CONTOUR INTERVAL 5 FEET
 NATIONAL GEODETIC VERTICAL DATUM OF 1929
 DEPTH CURVES AND SOUNDINGS IN FEET-DATUM IS MEAN LOW WATER
 SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER
 THE MEAN RANGE OF TIDE IS APPROXIMATELY 2 FEET IN BISCAYNE BAY
 AND 2.5 FEET IN THE ATLANTIC OCEAN

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
 FOR SALE BY U. S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

1969 MAGNETIC NORTH
 AT CENTER OF SHEET

Map compiled by the Geological
 Survey of the State of Florida
 Photographs taken 1969.
 Scale checked.
 Extension of urban areas

8

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			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
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		<input type="checkbox"/> invention	<input type="checkbox"/> religion
			<input type="checkbox"/> science
			<input type="checkbox"/> sculpture
			<input type="checkbox"/> social/humanitarian
			<input type="checkbox"/> theater
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other (specify)

Specific dates 1929 **Builder/Architect** Harrison Construction Co. (Miami, FL)
Nimmons, Carr & Wright (Chicago, IL)

Statement of Significance (in one paragraph)

The Sears, Roebuck and Co. Department Store is significant in the history of architecture, commerce, and community planning in Miami. Built in 1929, the Sears Building is one of the finest examples of Art Deco style architecture in Miami and embodies the distinctive features of that style as applied to a large, commercial structure. The building, moreover, is the earliest known example of the Art Deco style in Dade County, predating the Art Deco buildings on Miami Beach by almost six years.¹ The opening of the Sears store on Biscayne Boulevard marked the culmination of efforts to establish a new shopping area for Greater Miami. The building, therefore, reflects the city's changing attitude toward commercial development in the late 1920's, brought about by the growing use of the automobile which led to the decentralization of shopping areas.

During the late 1920's, Sears, Roebuck and Company was opening a new store every two working days. South Florida's first Sears store, selling only tires and auto accessories, opened in 1928 in an older, four story building at 835 West Flagler Street. The immediate success of this store and a careful survey of the community by company experts prompted Sears to build a larger retail department store on Biscayne Boulevard in the following year.² Groundbreaking for the new store took place on May 15, 1929, and the official opening was held on November 14, 1929.³ Constructed at a cost of \$750,000, the Biscayne store was the thirty-third store in Sears' southern territory and the third store in Florida.⁴

Heralded as a great event for Miami, the opening of the store captured the City's attention. During the opening ceremonies, Mayor C.H. Reeder characterized the new store as "the finest store in the south."⁵ The Miami Daily News published a special, eight-page supplement on Sears, and the opening received widespread publicity elsewhere. As a result, more than 6,000 people visited the store during its first two hours of operation.⁶

Designed by the prominent Chicago architectural firm of Nimmons, Carr and Wright, the Sears building is typical of the many stores that the firm designed for Sears and reflects the firm's philosophy in the design of these buildings. The choice of "modern" design to express the form and proportion of the entire composition and its parts is evident in the Biscayne Boulevard store. George Nimmons expressed his firm's design philosophy in a 1928 article which appeared in The American Architect:

The architectural treatment of the exterior design of these [retail store] buildings represents an effort to design in conformity with the modern movement. No historic style of architecture was followed, but the expression of the plan and arrangement of the parts of the building, together with the features of its construction were made the basis of the design. In nearly every case the vertical lines of construction were marked by strong piers or projections, and no cornices whatever were used. Forms and proportions of the whole composition and its parts were depended upon principally for the effects or design in each case. Features of importance were emphasized in a simple way by enrichments of stone carving in low relief.⁷

United States Department of the Interior
National Park Service

National Register of Historic Places
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received
date entered

Continuation sheet One

Item number 8

Page 1

The Biscayne store embodies many design features of Art Deco style architecture, the style most closely associated with Sears stores built during the 1920's. Foremost among these is the central tower, a trademark of Sears. The pronounced verticality of the tower is emphasized by the building's engaged fluted piers, a feature typical of the Art Deco style. Also noteworthy is the variety of low relief ornamentation, highlighting such building features as the tower, entrance, and roof line. Although the store on Biscayne Boulevard is one of hundreds of Sears buildings constructed throughout the country during the early twentieth century, it is the only such building in South Florida.

The development of Biscayne Boulevard into a major commercial thoroughfare was a business venture unparalleled in Miami's history. The Boulevard was envisioned by the Biscayne Boulevard Company as a complete shopping center, carefully designed for beauty and comfort, while at the same time located outside of the downtown district. Characterized as the "new Fifth Avenue of the South,"⁸ the Boulevard became the forerunner of the modern shopping center, as developers began to recognize the increasing importance of the automobile.

The Sears store, located at the foot of Biscayne Boulevard where a traffic circle marked one of the busiest intersections in Miami, served to anchor the Biscayne Boulevard development. In deciding to locate its new retail store here, Sears officials stated that although the Boulevard was far removed from downtown Miami, customers would use their cars to get to the store.⁹ Therefore, the abundance of parking spaces was of prime importance in the selection of a location. In basing its decision on such a factor, Sears foreshadowed the course of development in Miami for the next several decades.

Although the Sears store opened just as the country was entering the Depression, it survived and even flourished. The Burdines Department Store next door, however, did not, and Sears soon expanded into that two story building. The Sears building has remained relatively unaltered during its 55-year history, and those changes and additions that have been made do not compromise the integrity of the building.

The Sears Building has been vacant since June 1983 when company officials closed the oldest South Florida store. Although the future of the building remained in jeopardy for an extended period of time following its closing, the building is now likely to be sold to a developer who hopes to utilize the 25 percent Investment Tax Credit to rehabilitate the structure.

FOOTNOTES

¹ Metropolitan Dade County, From Wilderness to Metropolis, 1982, p. 133.

² "Fiftieth Year Celebrated," The Gold Coaster, March 1978, p. 3.

³ "Sears, Roebuck Store Opened by Miami Mayor," Miami Daily News, November 14, 1929.

⁴ "1929-Biscayne Opens," The Gold Coaster, March 1978, p. 4.

⁵ "Sears, Roebuck Store Opened by Miami Mayor," Miami Daily News, November 14, 1929.

⁶ Ibid.

United States Department of the Interior
National Park Service

National Register of Historic Places Inventory—Nomination Form

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date entered

Continuation sheet Two

Item number 8

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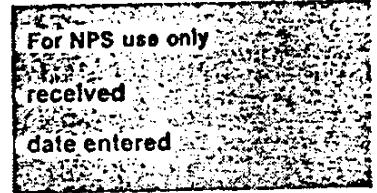
⁷ George C. Nimmons, "The New Renaissance in Architecture," The American Architect, 1928, pp. 144, 148.

⁸ "Boulevard Is Merger of Two Developments," The Miami Herald, July 28, 1929.

⁹ "Store Mobbed At Opening," The Gold Coaster, March 1978, p. 6.

United States Department of the Interior
National Park Service

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Inventory—Nomination Form



Continuation sheet Three

Item number 9

Page 1

"Boulevard is Merger of Two Developments." The Miami Herald, July 28, 1929.

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Dade County Historic Survey, Site Inventory file for 1300 Biscayne Boulevard, Miami,
Florida.

"Eight Modern Department Stores." The Architectural Forum. Vol. 58, No. 5, May 1933,
pp. 357-372.

Epstein, Steven. "Sears." (Unpublished Research Report). Copy on file in City of Miami
Planning Department, Miami, Florida, 1979.

The Gold Coaster. (Newspaper Published for and by the Employees of the South Florida Sears
Group). Vol. 10, No. 1, March 1978, pp. 2-7.

Metropolitan Dade County. From Wilderness to Metropolis. Miami: Franklin Press, Inc., 1982.

Nimmons, George C. "The New Renaissance in Architecture." The American Architect. Vol. 134,
No. 2550, August 5, 1928, pp. 141-149.

"Sears, Roebuck and Co. Retail Stores." Architectural Record. Vol. 69, June 1931, pp. 490-491

Sears, Roebuck and Co. Section. Miami Daily News, November 13, 1929.

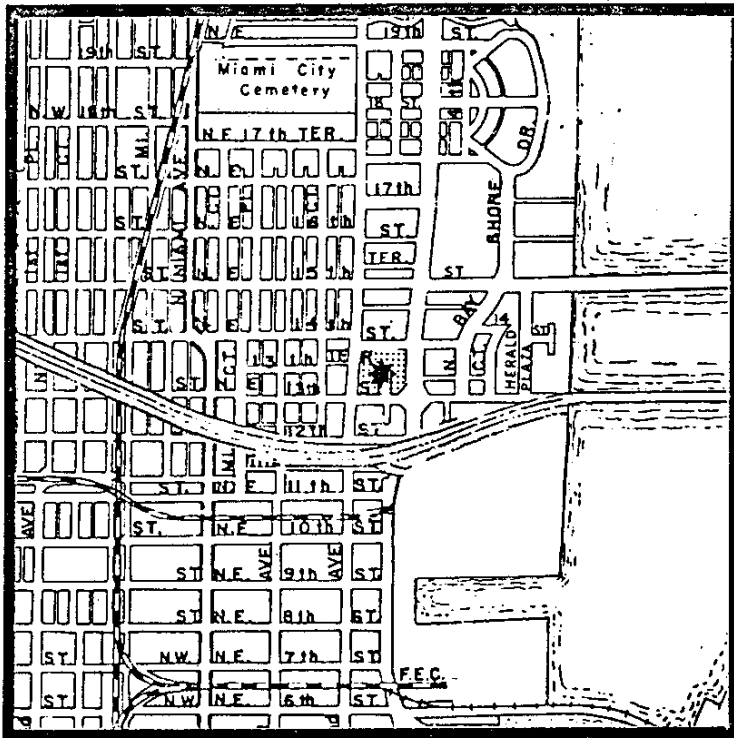
"Sears, Roebuck Store Opened by Miami Mayor." Miami Daily News, November 14, 1929.

"Store of Sears, Roebuck and Co., Miami, Florida." Architecture. Vol. 62, October 1930,
pp. 227-228.

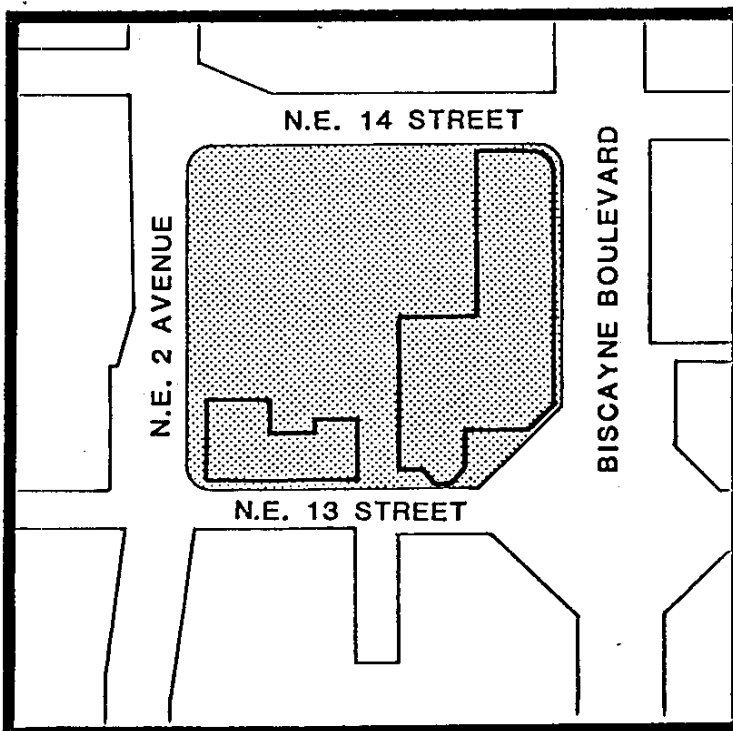
Withey, Henry F. and Elsie Fathburn Withey. Biographical Dictionary of American Architects.
Los Angeles: New Age Publishing Co., 1956.

SEARS, ROEBUCK AND CO.

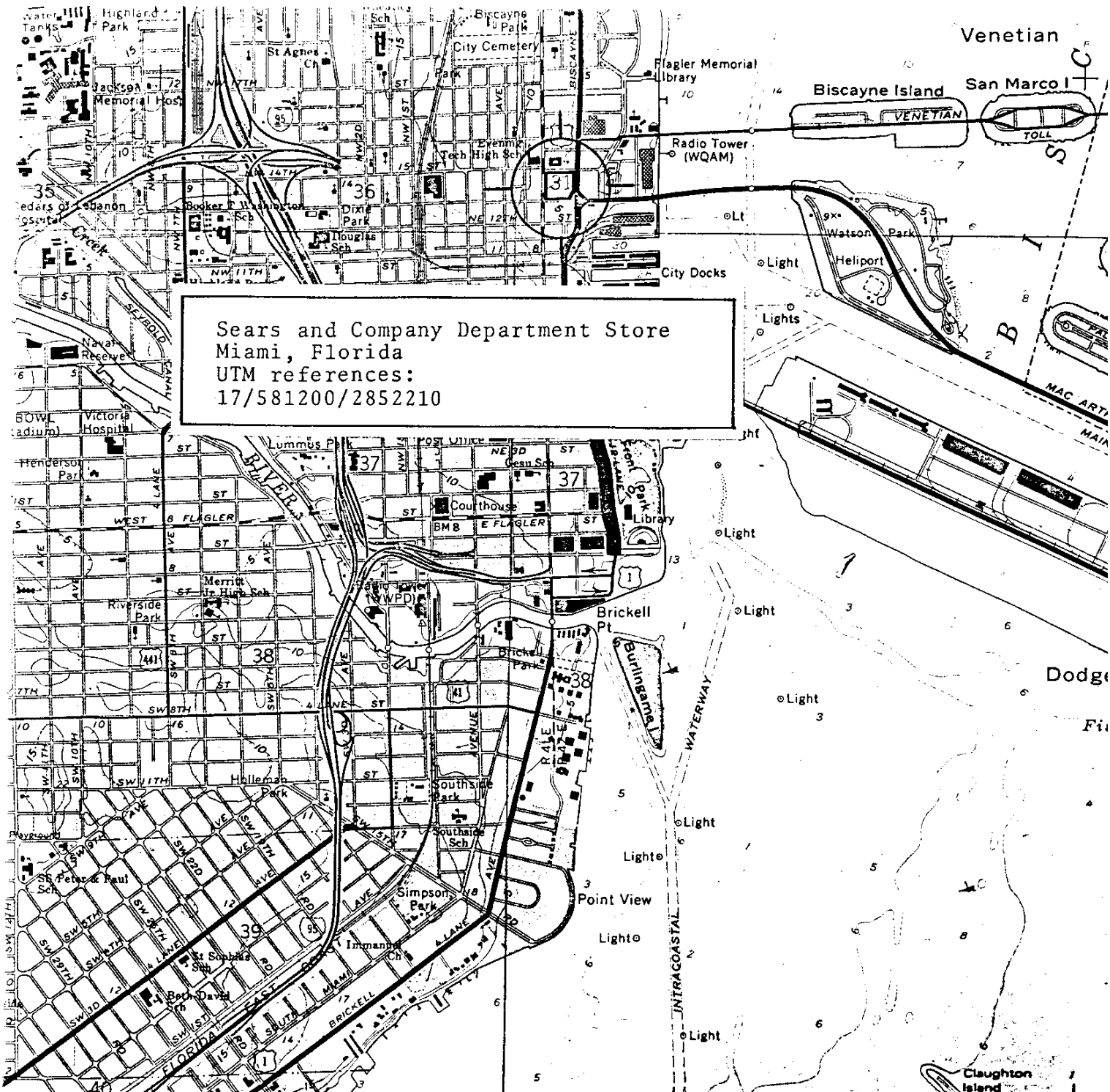
1300 BISCAYNE BOULEVARD



location



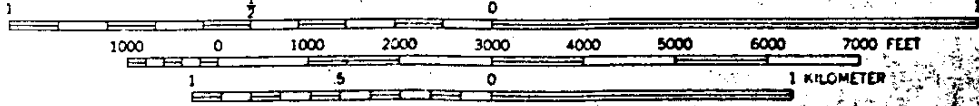
site plan



Sears and Company Department Store
 Miami, Florida
 UTM references:
 17/581200/2852210

579 12°30' SOUTH MIAMI 6 MI. HOMESTEAD 23 MI. 581 (KEY BISCAIYNE) 4935 11 NW 582 583 10'

SCALE 1:24 000



CONTOUR INTERVAL 5 FEET
 NATIONAL GEODETIC VERTICAL DATUM OF 1929
 DEPTH CURVES AND SOUNDINGS IN FEET-DATUM IS MEAN LOW WATER
 SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER
 THE MEAN RANGE OF TIDE IS APPROXIMATELY 2 FEET IN BISCAIYNE BAY
 AND 2.5 FEET IN THE ATLANTIC OCEAN

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
 FOR SALE BY U. S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

9° MAGNETIC NORTH
 CENTER OF SHEET
 compiled by the Geological
 State of Florida
 graphs taken 1969.
 checked.
 ion of urban areas

NOMINATION PROPOSAL - FLORIDA

NATIONAL REGISTER OF HISTORIC PLACES

DIVISION OF ARCHIVES, HISTORY AND RECORDS MANAGEMENT - FLORIDA DEPARTMENT OF STATE

TYPE ALL ENTRIES -- COMPLETE ALL SECTIONS

1 NAME

HISTORIC Sears, Roebuck and Co. Department Store
 AND/OR COMMON

2 LOCATION

STREET & NUMBER 1300 Biscayne Boulevard
 CITY, TOWN Miami VICINITY OF
 STATE Florida COUNTY Dade

3 CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE	
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input checked="" type="checkbox"/> UNOCCUPIED	<input type="checkbox"/> COMMERCIAL	<input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL	<input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT	<input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT	<input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL	<input type="checkbox"/> TRANSPORTATION
		<input checked="" type="checkbox"/> NO	<input type="checkbox"/> MILITARY	<input checked="" type="checkbox"/> OTHER: vacant

4 OWNER OF PROPERTY

NAME Sears, Roebuck and Co. TX Department 568-S
 STREET & NUMBER 675 Ponce de Leon Avenue, N.E.
 CITY, TOWN Atlanta VICINITY OF STATE Georgia ZIP CODE 30395

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC. Dade County Courthouse
 STREET & NUMBER 73 West Flagler Street
 CITY, TOWN Miami STATE Florida ZIP CODE 33130

6 REPRESENTATION IN EXISTING SURVEYS

TITLE 1. Dade County Historic Survey
 2. City of Miami Heritage Conservation Program
 DATE 1. 1978
 2. 1983
 --FEDERAL --STATE 1 COUNTY 2 LOCAL
 DEPOSITORY FOR SURVEY RECORDS 1. Metro-Dade Community & Economic Development, Historic Preservation Div.
 2. City of Miami Planning Department
 CITY, TOWN 1. & 2. Miami STATE Florida

9

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input checked="" type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

SUMMARY OF PRESENT AND ORIGINAL PHYSICAL APPEARANCE

The Sears, Roebuck and Co. Department Store is a four story Art Deco style commercial building located at the entrance to uptown Miami. Rectangular in plan, the building features a seven story tower placed on a 45 degree angle on its southeast corner. The building is of reinforced concrete construction with a smooth stucco surface and is decorated with a variety of low relief ornamentation. Although several additions have been made to the building, none compromise its basic integrity. Several smaller buildings and a surface parking lot are also located on the property, which covers an entire city block.

TEXT SUPPORTING SUMMARY OF PRESENT AND ORIGINAL PHYSICAL APPEARANCE

Located on the northwest corner of Biscayne Boulevard and N.E. 13th Street, the Sears, Roebuck and Co. Department Store is a detached building which fronts directly on the sidewalk. Topped with a flat roof, the building originally featured four bays across the east (front) facade and six bays across the south facade.

The verticality of the building is emphasized by engaged, fluted piers which divide each bay and by the octagonal tower. The tower, the building's most prominent feature, is decorated with intricate, low relief ornamentation, in a variety of stylized designs. A panel of birds and flowers adorns the lower portion of the tower, while ziggurats, floriated patterns, and a zig-zag decorative band outline the parapet. On top are two large Sears signs that replace the original vertical sign running the length of the tower.

The main entrance to the building is located in the second bay on the east facade and features a pair of modern, aluminum and glass doors, topped with a transom. The entrance is flanked by heavy, fluted piers and is topped with a panel containing the store's name.

Store windows on the first story are fixed, with four large glass panels. The original transoms over the windows are now covered, and metal awnings have replaced the original striped, canvas awnings. Windows on the other three stories are grouped in threes and are double hung metal sash with one over one lights.

In addition to the decoration on the tower, the main building is embellished with a band of chevron designs along the parapet and zig-zag motifs between the first and second story windows. A floriated band is located above the second story windows over the main entrance. The vertical fluting which separates each bay is further emphasized on the first story by slightly projecting fluted piers topped by stylized ziggurats.

CONTINUATION SHEET

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Large additions have been made to the building at two different times in its history. In the early 1930's, a two story structure directly north of the Sears store was annexed. This building, also constructed in 1929, originally housed a Burdines Department Store. That store, however, was forced to close shortly after opening because of the Depression.

Although not part of the original Sears building, the Burdines annex maintains a continuity of design due to its similar scale, setback, and use of materials. The building features a stepped facade in the central bay, highlighting the main entrance. The recessed doorway is flanked by native keystone and is topped with a large panel of glass block. Keystone also defines the foundation of the building. Large, store windows with metal awnings are located on either side of the main entrance.

A one story service station was added to the south facade of the Sears building in 1934. This addition was enclosed, and a second and third story were added in 1958. This addition, located on the western three bays of the south facade, respects the main building in scale, materials, and detailing. The southern end of the addition features an octagonal corner, echoing the octagonal tower. Low relief ornamentation decorates the first story, while the second and third stories are plain. Awning windows, grouped in banks of four, pierce the upper two stories.

Also, located on the site on the southwest corner are a two story automobile service station with two attached service bays and an open garage. The remainder of the site is a surface parking lot.

The Sears building is currently boarded up, and the interior is not accessible.

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8 SIGNIFICANCE

PERIOD		AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input checked="" type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER		
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)		
		<input type="checkbox"/> INVENTION				

SPECIFIC DATES 1929 BUILDER/ARCHITECT Harrison Construction Co.(Miami FL)/
Nimmons, Carr & Wright (Chicago IL)

SUMMARY OF STATEMENT OF SIGNIFICANCE

The Sears, Roebuck and Co. Department Store is significant in the history of architecture, commerce, and community planning in Miami. Built in 1929, the Sears building is one of the finest examples of Art Deco style architecture in Miami and embodies the distinctive features of that style as applied to a large, commercial structure. The building, moreover, is the earliest known example of the Art Deco style in Dade County, predating the Art Deco buildings on Miami Beach by almost six years.¹ The opening of the Sears store on Biscayne Boulevard marked the culmination of efforts to establish a new shopping area for Greater Miami. The building, therefore, reflects the City's changing attitude toward commercial development in the late 1920's, brought about by the growing use of the automobile which led to the decentralization of shopping areas.

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12

CONTINUATION SHEET

Item 8, page 2

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CONTINUATION SHEET

Item 8, page 3

The prominent location of the building on Biscayne Boulevard has made the Sears store a landmark in uptown Miami. This location, at the crossroads of the major north-south traffic artery in 1920's Miami with the County causeway that connected Miami and Miami Beach, was, and still is, a major focus of activity. The Sears building strongly marks that spot.

Although the Sears store opened just as the country was entering the Depression, it survived and even flourished. The Burdines Department Store next door, however, did not, and Sears soon expanded into that two story building. The Sears building has remained relatively unaltered during its 55-year history, and those changes and additions that have been made do not compromise the building's integrity.

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Footnotes

¹Metropolitan Dade County, From Wilderness to Metropolis, 1982, p. 133.

²"Fiftieth Year Celebrated," The Gold Coaster, March 1978, p. 3.

³"Sears, Roebuck Store Opened by Miami Mayor," Miami Daily News, November 14, 1929.

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⁸"Boulevard Is Merger of Two Developments," The Miami Herald, July 28, 1929.

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9. BIBLIOGRAPHICAL REFERENCES

"Boulevard is Merger of Two Developments." The Miami Herald, July 28, 1929.

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"Eight Modern Department Stores." The Architectural Forum. Vol. 58, No. 5, May 1933, pp. 357-372.

Epstein, Steven. "Sears." (Unpublished Research Report). Copy on file in City of Miami Planning Department, Miami, Florida, 1979.

(see continuation sheet)

10. GEOGRAPHICAL DATA

Site Size (Approx. Acreage of Property):

approximately 4.5 acres

UTM Coordinates:

1,7 | 58,1 | 20,0 | 2,8 | 5,2 | 2,1,0
 ZONE EASTING NORTHING

Township	Range	Section

LOCATION SKETCH OR MAP	N
See attached map	

VERBAL BOUNDARY DESCRIPTION

Tract "A" of the plat of BOULEVARD TRACT, as recorded in Plat Book 100 at Page 65, of the Public Records of Dade County, Florida.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

11. FORM PREPARED BY

NAME / TITLE Sarah Eaton, Historic Preservation Consultant	
ORGANIZATION Dade Heritage Trust	DATE July 1984
STREET & NUMBER 190 S.E. 12 Terrace	TELEPHONE (305) 358-9572
CITY OR TOWN Miami	STATE ZIP CODE Florida 33131

CONTINUATION SHEET

Item 9, Page 2

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"Sears, Roebuck and Co. Retail Stores." Architectural Record. Vol. 69, June 1931, pp. 490-491.

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"Store of Sears, Roebuck and Co., Miami, Florida." Architecture. Vol. 62, October 1930, pp. 227-228.

Withey, Henry F. and Elsie Rathburn Withey. Biographical Dictionary of American Architects. Los Angeles: New Age Publishing Co., 1956.



HISTORICAL STRUCTURE FORM FLORIDA MASTER SITE FILE

Consult Guide To Historical Structure Forms for detailed instructions

 Original
 Update

 Site # 8DA1109
 Recorder # 1
 Recorder Date 1/15/07
 14567

 Site Name Sears, Roebuck, and Company Building Other Names Miami Performing Arts Center
 Project Name CRAS of I-395 from the Midtown Interchange (I-95/SR-836/I-395) to Biscayne Bay, PD&E Study
 Historic Contexts Boom Times National Register Category Building

LOCATION and IDENTIFICATION

 Address 1300 Biscayne Boulevard
 Vicinity of Northwest corner of Biscayne Boulevard and NE 13th Street
 City Miami County Dade
 Ownership City Subdivision Block # Lot #

MAPPING

 USGS Map MIAMI Township 53S Range 42E Section 36
 Quarter Qtr Qtr Irregular Section UTM Zone 17
 Easting 581270 Northing 2852462 Land Grant Unknown
 Latitude Longitude Plat or Other Map Aerial Photographs

HISTORY

 Architect/Builder Unknown Construction Date 1929 Circa
 Alterations Date 2006 Type/Location Lights added; windows replaced; majority of building demolished
 Additions Date Type/Location
 Moved Original Location
 Use Original Commercial Use Present Civic center

DESCRIPTION

 Style Art Deco Exterior Plan Other Interior Plan Unknown Stories 7
 Structural System Concrete block; Steel skeleton Exterior Fabric Stucco
 Foundation Continuous Foundation Materials Poured concrete Foundation Infill N/A
 No. of Porches 0 Locations/Features N/A
 Main Entrance (stylistic details):
 Outbdgs. Number Nature/Location (Describe below)
 Roof Type Flat Roofing Materials Built-up roof
 Secondary Structures Comments Not applicable Location
 Chimneys Number 0 Orientation N/A Location N/A Material Not applicable
 Wood Windows Type Light #
 Metal Windows Type SHS Light # 1/1
 Exterior Ornament Art Deco decoration
 Condition Good Surroundings Urban

Narrative (general, interior, landscape, context; 3 lines only)

The majority of this building has been demolished to build the Miami Performing Arts Center. The remaining tower has been renovated and is attached to the Center.

 Archaeological Remains Present FMSF Archaeological Site Form Completed (if yes, attach)

Consult Guide To Historical Structure Forms for detailed instructions

RECORDER'S EVALUATION OF SITE

Individually Eligible for National Register? Yes No Likely, Need Information Insufficient Information
 Potential Contributor to Nat. Reg. District? Yes No Likely, Need Information Insufficient Information

Areas of Significance

Community planning & development; Architecture

Summary of Significance

See continuation sheet.

DHR USE ONLY		OFFICIAL EVALUATIONS	DHR USE ONLY	
NR DATE _/_/___	KEEPER-NR ELIGIBILITY <input type="checkbox"/> yes <input type="checkbox"/> no		Date	_/_/___
DELIST DATE _/_/___	SHPO-NR ELIGIBILITY: <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> potentially elig. <input type="checkbox"/> insufficient info		Date	_/_/___
	LOCAL DESIGNATION: _____		Date	_/_/___
	Local office _____			
National Register Criteria for Evaluation <input type="checkbox"/> a <input type="checkbox"/> b <input type="checkbox"/> c <input type="checkbox"/> d (See National Register Bulletin 15, p. 2)				

DOCUMENTATION

Research Methods Florida Site File for past architectural surveys; Florida Site File search; Tax records; Pedestrian; Local library

Bibliographic References Eaton, Sarah. 1991. Sears, Roebuck and Co. City of Miami Designation Report. December 2, 1991. Copies available from the City of Miami Planning Department, Miami, FL.

Location of Negatives Janus Research

Negative Numbers Roll 26133, #1, Facing NW

RECORDER INFORMATION

Recorder Name Janus Research

Recorder Affiliation JANUS RESEARCH, 1300 North Westshore Blvd., Ste. 100, Tampa, Florida 33607 Telephone 813-636-8200

- REQUIRED:**
1. USGS 7.5' MAP WITH STRUCTURES PINPOINTED IN RED
 2. LARGE SCALE STREET OR PLAT MAP
 3. PHOTO OF MAIN FACADE, PREFERABLY B&W, AT LEAST 3x5

SITE NAME Sears, Roebuck and Company Building/1300 Biscayne Boulevard

A. NARRATIVE DESCRIPTION OF SITE

Built in 1929, the Sears, Roebuck and Company Building (Sears Building) is located on the west side of Biscayne Boulevard between NE 13th and 14th Streets in Township 53 South, Range 42 East, Section 31 (Miami USGS Quadrangle 1988) in Miami, Miami-Dade County, Florida. The irregular, three-story section has a masonry structural system and features a seven-story, octagonal tower. All fenestration is removed and covered. Exterior ornamentation includes engaged fluted piers and low relief detailing typical of the Art Deco architectural style of the period. Beginning in 2000, the Sears Building was demolished, except for its southeast corner tower portion, in order to accommodate the construction of the Performing Arts Center of Greater Miami (Performing Arts Center). The tower portion will be incorporated as a café into the modern design of the Ziff Ballet Opera House of the Performing Arts Center (Miami Herald Staff 2000).

B. DISCUSSION OF SIGNIFICANCE

The original Sears Building is significant in the history of architecture, commerce, and community planning in Miami. In 1991, the Sears Building was designated as a historic site in the City of Miami; it was listed in the *NRHP* on August 8, 1997. Although only the southeast corner tower remains, it embodies the architectural features of the Art Deco architectural style and recalls the significance of the original Sears Building. The original Sears Building was one of the finest examples of Art Deco style architecture in Miami and embodied the distinctive features of that style as applied to a large, commercial structure (Eaton 1984). The building, moreover, was the earliest known example of the Art Deco style in Miami-Dade County, predating the Art Deco buildings on Miami Beach by almost six years (Metropolitan Dade County 1982:133). The opening of Sears on Biscayne Boulevard marked the culmination of efforts to establish a new shopping area for Greater Miami. The building, therefore, reflected the City's changing attitude toward commercial development in the late 1920s, brought about by the growing use of the automobile, which led to the decentralization of shopping areas.

During the late 1920s, Sears, Roebuck and Company was opening a new store every two working days. South Florida's first Sears store, selling only tires and auto accessories, opened in 1928 in a four-story building at 835 W. Flagler Street. The immediate success of this store and a careful survey of the community by company experts prompted Sears to build a larger retail department store on Biscayne Boulevard in the following year (*Gold Coaster* 1978a:3). Groundbreaking for the new store took place on May 15, 1929, and the official opening was held on November 14, 1929 (*Miami Daily News* 1929). The *Miami Daily News* published a special, eight-page supplement on Sears, and the opening received widespread publicity elsewhere. As a result, more than 6,000 people visited the store during its first two hours of operation. Established at a cost of \$750,000, the Biscayne store was the thirty-third store in Sears' southern territory and the third store for Florida (*Gold Coaster* 1978b:4).

SITE NAME Sears, Roebuck and Company Building/1300 Biscayne Boulevard

Designed by the prominent Chicago architectural firm of Nimmons, Carr and Wright, the Sears Building was typical of the many stores that the firm designed for Sears and reflects the firm's philosophy in the design of these buildings. The choice of "modern" design to express the form and proportion of the entire composition and its parts was evident in the Biscayne Boulevard store. George Nimmons expressed his firm's design philosophy in a 1928 article in *The American Architect*:

The architectural treatment of the exterior design of these [retail store] buildings represents an effort to design in conformity with the modern movement. No historic style of architecture was followed, but the expression of the plan and arrangement of the parts of the building, together with the features of its construction were made the basis of the design. In nearly every case the vertical lines of construction were marked by strong piers or projections, and no cornices whatever were used. Forms and proportions of the whole composition and its parts were depended upon principally for the effects or design in each case. Features of importance were emphasized in a simple way by enrichments of stone carving in low relief. (Nimmons 1928)

The Biscayne store embodied many design features of Art Deco style architecture, the style associated with Sears stores built during this period. Foremost among these was the central tower, a trademark of Sears. The building's engaged, fluted piers emphasize the pronounced verticality of the tower, a feature typical of the Art Deco style. Also noteworthy was the variety of low relief ornamentation, highlighting such building features as the tower, entrance, and roof line. Although the store on Biscayne Boulevard was one of hundreds of Sears buildings constructed throughout the country during the early twentieth century, it was the only such building in South Florida.

Although the Sears store opened just as the country was entering the Depression, it survived and even flourished. The Burdine's Boulevard Shop next door, however, did not, and Sears soon expanded into that two-story building. Opened on December 5, 1929, following the completion of Sears, the Burdine's Boulevard Shop was Miami's first Art Deco building designed by a local firm. Robert Law Weed, one of Miami's most prominent architects, and his associate Vladimir L. Virrick were the architects for this building as well as the majority of, the other "modernistic" buildings constructed by the Biscayne Boulevard Company.

In June of 1983, Sears officials closed the oldest South Florida store on Biscayne Boulevard. After its closing, the future of the building remained uncertain. Various proposals, from demolition to reopening of the store, were made. On June 19, 1991, Sears announced that it would donate its property to Miami-Dade County for the development of the proposed performing arts center. This offer was made at the suggestion of the Performing Arts Center Trust, which had originally requested only the historic building itself for use as an experimental, black-box theater. The County accepted Sears' offer and officially acquired the building on November 15, 1991 (Eaton 1991). During the same

SITE NAME Sears, Roebuck and Company Building/1300 Biscayne Boulevard

year, the Sears Building became a designated historic site in the City of Miami. However as previously mentioned, the majority of the original building was demolished beginning in 2000 such that the only extant portion is the Sears Tower.

In an email dated April 12, 2004, Barbara Mattick, Deputy SHPO and Dr. W. Carl Shiver, Historic Preservation Specialist with the FDHR, felt that the Sears Tower remained eligible for listing in the *NRHP* due to its architectural features (Mattick 2004). The justification was derived from the *NRHP* nomination, which states that it "is one of the finest examples of the Art Deco style architecture in Miami and embodies the distinctive features of that style as applied to a large, commercial structure." The building, moreover, is the earliest known example of the Art Deco style in Miami-Dade County, predating the Art Deco buildings on Miami Beach by almost six years. Furthermore, the building was designed by Nimmons, Carr and Wright, a prominent architectural firm from Chicago. In describing their design approach, Nimmons said, "Features of importance were emphasized in a simple way by enrichments of stone carving in low relief." According to Mattick such carvings exist on the Sears Tower. Therefore, although the majority of the building has been demolished, the Sears Tower remains eligible for listing in the *NRHP* at this time.

C. HISTORY AND REFERENCES CITED OF PAST WORK AT SITE

Eaton, Sarah

1984 *National Register of Historic Places Nomination Proposal Form*. Sears, Roebuck and Company Department Store. July 1984. Copies available from the City of Miami Planning Department, Miami, Florida.

1991 *Sears, Roebuck and Co. City of Miami Designation Report*. December 2, 1991. Copies available from the City of Miami Planning Department, Miami, Florida.

The Gold Coaster

1978a "Fiftieth Year Celebrated." *The Gold Coaster* (Newspaper Published for and by the Employees of the South Florida Sears Group). Vol. 10, No. 1, March 1978, pp. 2-7. p.3.

1978b "1929-Biscayne Opens." *The Gold Coaster* (Newspaper Published for and by the Employees of the South Florida Sears Group). Vol. 10, No. 1, March 1978, pp. 2-7.

Mattick, Barbara and Dr. W. Carl Shiver

2004 Email correspondence concerning evaluation of current Sears, Roebuck and Company Building pictures. April 14, 2004. On file at Janus Research, Tampa, Florida.

Metropolitan Dade County

1982 *From Wilderness to Metropolis*. p.133.

SITE NAME Sears, Roebuck and Company Building/1300 Biscayne Boulevard

Miami Daily News

1929 "Sears, Roebuck Store Opened by Miami Mayor." *Miami Daily News*, November 14, 1929.

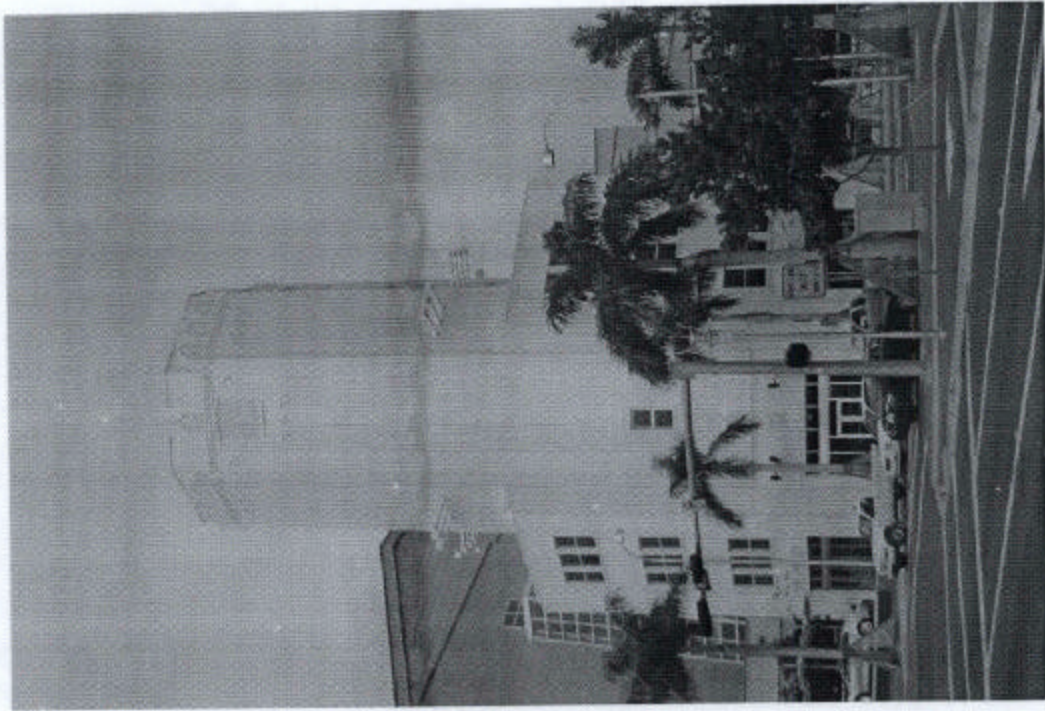
The Miami Herald Staff

2000 "Countdown Begins for Performing Arts Center." *The Miami Herald*, April 9, 2000. Available online at <http://www.co.miami-dade.fl.us/pac/countdown.htm>.

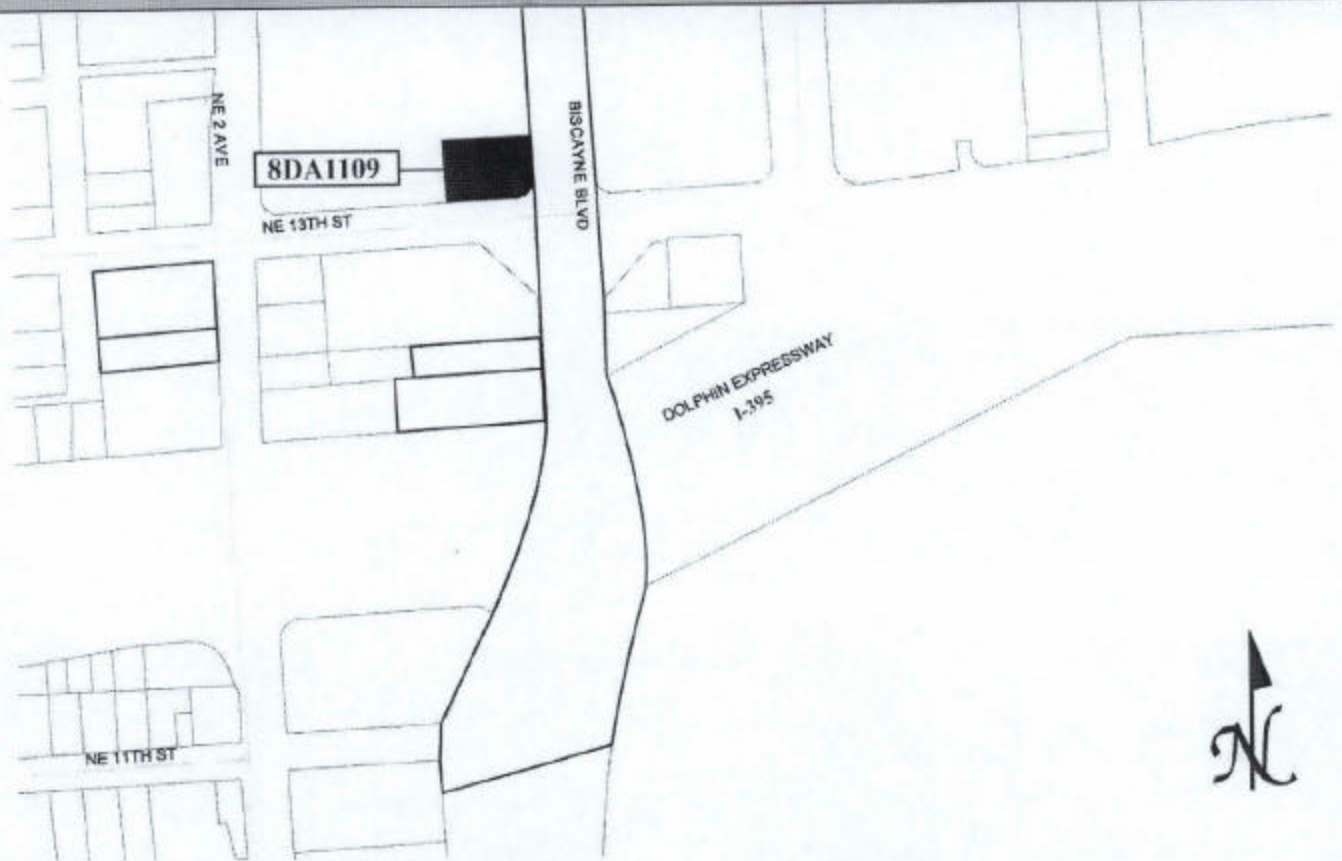
Nimmons, George C.

1928 "The New Renaissance in Architecture." *The American Architect*. Vol. 134, No. 2550, August 5, 1928, pp. 141-149.

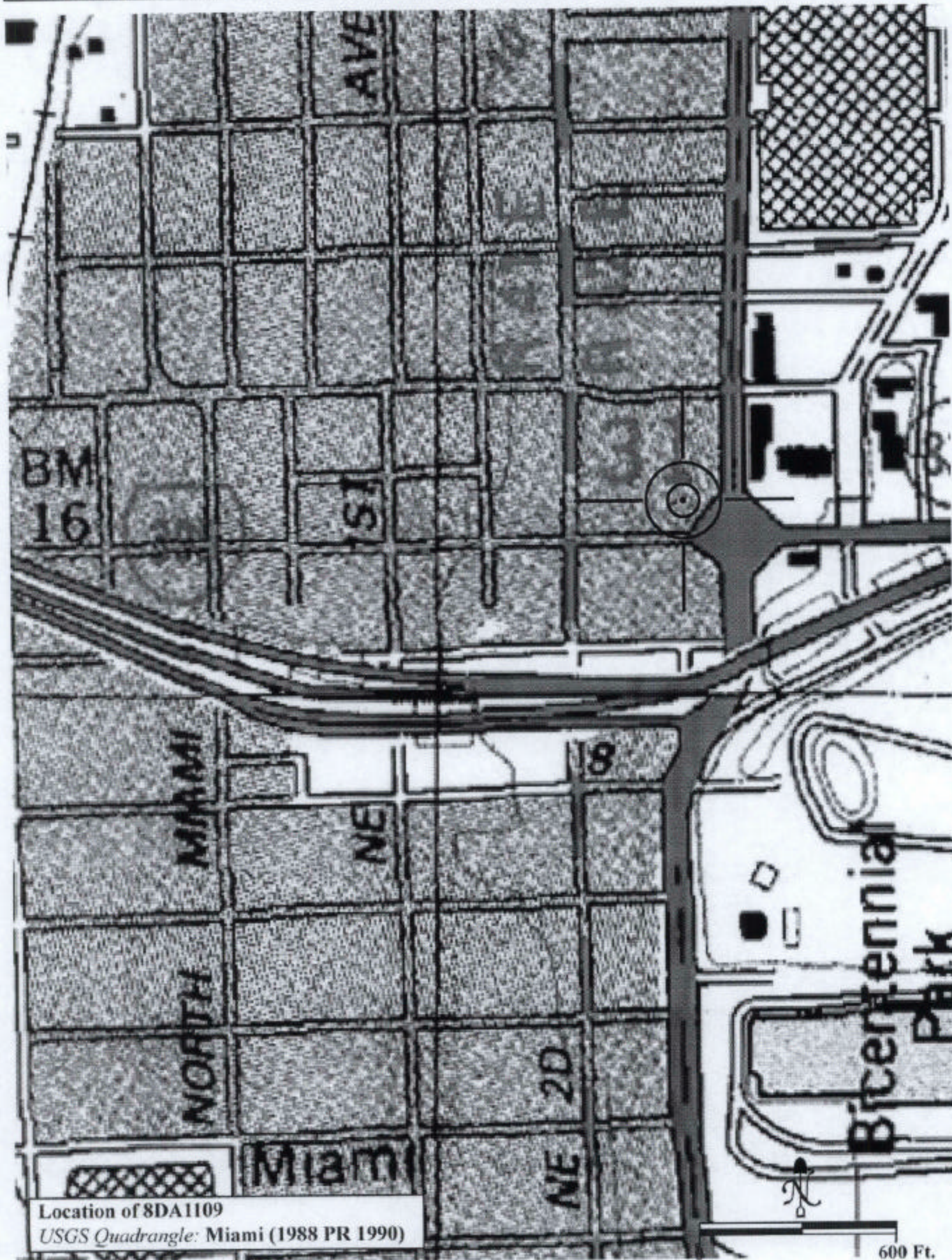
PHOTOGRAPH



SKETCH MAP



USGS QUADRANGLE MAP



FLORIDA MASTER SITE FILE
 HISTORIC SITE DATA SHEET

	FDAHRM	802==
Site No. <u>8DA 1109</u>		1009==
Site Name <u>1300 Biscayne Blvd.</u>		830==
Other Name(s) for Site _____		930==
Other Nos. for Site _____		906==
NR Classification Category: <u>Building</u>		916==
County <u>Dade</u>		808==
Instruction for locating (or address) <u>1300 Biscayne Blvd.</u>		
<u>Miami, Florida 33101</u>		
		813==
Location: <u>Boulevard Tr. 100-65</u> / _____ / <u>Tract 'A'</u>		868==
<small>subdivision name</small>	<small>block no.</small>	<small>lot no.</small>
Owner of Site: Name: <u>Sears, Roebuck and Co., TX Dept.</u>		;
Address: <u>675 Ponce De Leon Ave. N.E.</u>		902==
<u>Atlanta, Ga. 30395</u>		902==
Occupant, Tenant, or Manager:		
Name: _____		;
Address: _____		
		904==
Reporter (or local contact):		
Name: <u>Rodriguez, Ivan A. (Dade County Historic Survey)</u>		;
Address: <u>Dade County Park & Recreation Department</u>		
<u>50 S. W. 32 Road: Miami, Fl. 33129</u>		816==
Recorder:		
Name & Title: <u>Monroe, Elizabeth B. (HSS)</u>		;
Address: <u>FDAHRM</u>		
		818==
Survey Date <u>7808</u>	<u>820==</u>	Type of Ownership <u>Corporate</u> 848==
Inventory Status _____		914==
Previous Survey(s): (enter activity/title of survey/name/date/repository)		
<u>Survey/Dade County Historic Survey/Rodriguez</u>		
<u>7808 /Dade County Park & Recreation</u>		839==
Recording Station _____		804==
Specimens (Inventory Numbers) _____		870==
Date of Visit to Site _____	<u>828==</u>	Recording Date _____ 832==
Photographic Record Numbers <u>78ND81HPS (FRAME 27,28)</u>		
		860==

34

Location of Site (Specific):

Map Reference (incl. scale & date)

809==

Township	Range	Section	¼ Sec.	¼ ¼ Sec.	¼ ¼ ¼ Sec.

812==

LATITUDE AND LONGITUDE COORDINATES DEFINING A POLYGON LOCATING THE PROPERTY							
LATITUDE				LONGITUDE			
Point	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds	
	°	'	"	°	'	"	
	°	'	"	°	'	"	
	°	'	"	°	'	"	
	°	'	"	°	'	"	

OR

LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES							
Point	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds	
	°	'	"	°	'	"	

800==

UTM Coordinates:

17 581220 7852180

Zone Easting Northing

890==

Description of Site:

Site Size (approx. acreage of property)

833==

Condition of Site:	Integrity of Site:
<p>Check one</p> <input type="checkbox"/> Excellent 863== <input type="checkbox"/> Deteriorated 863== <input checked="" type="checkbox"/> Good 863== <input type="checkbox"/> Ruins 863== <input type="checkbox"/> Fair 863== <input type="checkbox"/> Unexposed 863== <input type="checkbox"/> Redeposited 863==	<p>Check one or more</p> <input checked="" type="checkbox"/> Altered 858== <input type="checkbox"/> Restored () Date: () 858== <input type="checkbox"/> Unaltered 858== <input type="checkbox"/> Moved () Date: () 858== <input type="checkbox"/> Destroyed 858== <input type="checkbox"/> Original Site 858==
<p>Condition of Site (Remarks): ()</p> <p style="text-align: right;">() 863==</p>	
<p>Threats to Site:</p> <p>Check one or more</p> <input type="checkbox"/> Zoning () () 878== <input type="checkbox"/> Transportation () () 878== <input type="checkbox"/> Development () () 878== <input type="checkbox"/> Fill () () 878== <input type="checkbox"/> Deterioration () () 878== <input type="checkbox"/> Dredge () () 878== <input type="checkbox"/> Borrowing () () 878== <input type="checkbox"/> Other (See Remarks below): 878==	
<p>Threats to Site (Remarks):</p> <p style="text-align: right;">879==</p>	

35

HISTORIC SITE DATA SUPPLEMENT

Site Name 1300 Biscayne Blvd.
Sears, Roebuck & Co.

Present Use (check one or more as appropriate)

- | | | | |
|------------------------------------------------------|-------------------------------------------|--------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Agricultural 850== | <input type="checkbox"/> Government 850== | <input type="checkbox"/> Park 850== | <input type="checkbox"/> Transportation 850== |
| <input checked="" type="checkbox"/> Commercial 850== | <input type="checkbox"/> Industrial 850== | <input type="checkbox"/> Private Residence 850== | Other (Specify): |
| <input type="checkbox"/> Educational 850== | <input type="checkbox"/> Military 850== | <input type="checkbox"/> Religious 850== | <input type="checkbox"/> 850== |
| <input type="checkbox"/> Entertainment 850== | <input type="checkbox"/> Museum 850== | <input type="checkbox"/> Scientific 850== | <input type="checkbox"/> 850== |

Original Use (check one or more as appropriate)

- | | | | |
|------------------------------------------------------|-------------------------------------------|--------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Agricultural 838== | <input type="checkbox"/> Government 838== | <input type="checkbox"/> Park 838== | <input type="checkbox"/> Transportation 838== |
| <input checked="" type="checkbox"/> Commercial 838== | <input type="checkbox"/> Industrial 838== | <input type="checkbox"/> Private Residence 838== | Other (Specify): |
| <input type="checkbox"/> Educational 838== | <input type="checkbox"/> Military 838== | <input type="checkbox"/> Religious 838== | <input type="checkbox"/> 838== |
| <input type="checkbox"/> Entertainment 838== | <input type="checkbox"/> Museum 838== | <input type="checkbox"/> Scientific 838== | <input type="checkbox"/> 838== |

Cultural Classification: Specific Dates: Beginning +1929 844==
 Culture/Phase American 840==
 Developmental Stage 20th Century 842==

Period (check one or more as appropriate)

- | | | | |
|----------------------------------------------|---------------------------------------------|---------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Pre-Columbian 845== | <input type="checkbox"/> 16th Century 845== | <input type="checkbox"/> 18th Century 845== | <input checked="" type="checkbox"/> 20th Century 845== |
| <input type="checkbox"/> 15th Century 845== | <input type="checkbox"/> 17th Century 845== | <input type="checkbox"/> 19th Century 845== | |

Areas of Significance (check one or more as appropriate)

- | | | | |
|--------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Aboriginal 910== | <input type="checkbox"/> Community Planning 910== | <input type="checkbox"/> Landscape Architecture 910== | <input type="checkbox"/> Sculpture 910== |
| <input type="checkbox"/> Archaeology Prehistoric 910== | <input type="checkbox"/> Conservation 910== | <input type="checkbox"/> Law 910== | <input type="checkbox"/> Social/Humanitarian 910== |
| <input type="checkbox"/> Archaeology Historic 910== | <input type="checkbox"/> Economics 910== | <input type="checkbox"/> Literature 910== | <input type="checkbox"/> Theater 910== |
| <input type="checkbox"/> Agriculture 910== | <input type="checkbox"/> Education 910== | <input type="checkbox"/> Military 910== | Other (Specify): |
| <input checked="" type="checkbox"/> Architecture 910== | <input type="checkbox"/> Engineering 910== | <input type="checkbox"/> Music 910== | <input type="checkbox"/> 910== |
| <input type="checkbox"/> Art 910== | <input type="checkbox"/> Exploration & Settlement 910== | <input type="checkbox"/> Philosophy 910== | <input type="checkbox"/> 910== |
| <input checked="" type="checkbox"/> Commerce 910== | <input type="checkbox"/> Industry 910== | <input type="checkbox"/> Politics/Govt. 910== | <input type="checkbox"/> 910== |
| <input type="checkbox"/> Communications 910== | <input type="checkbox"/> Invention 910== | <input type="checkbox"/> Religion 910== | <input type="checkbox"/> 910== |
| | | <input type="checkbox"/> Science 910== | <input type="checkbox"/> 910== |

Remarks & Recommendations:

835==

39

Statement of Significance (use continuation sheet if necessary)

This masonry construction commercial building represents an outstanding example of Art Deco architecture in Dade County in the 1920's. It is architecturally noteworthy for its stylistic features, applied details, size of its central tower, massing and cohesiveness within the neighborhood.

The Sears building was built in 1929. It was owned by Biscayne Boulevard /Sears-Roebuck Company, the nationally known company. The architects were Nimmons, Carr, Wright and Associates, a prominent Chicago architectural firm. The engineer was Martin C. Schwarb and it was constructed by the Harrison Construction Co.,

This building has housed the Sears & Roebuck Company Store since it was built.

Major Bibliographic References:

Unpublished sources

Miami. Building and Zoning Department. Building Permits, 1923 to present.

Miami. Building and Zoning Department. Plumbing Permits 1919 to present.

Site No. _____

Site Name 1300 Biscayne Blvd.

ARCHITECTURAL SITE DATA SUPPLEMENT

ARCHITECT _____ 872==

BUILDER _____ 874==

STYLE AND/OR MODE Art Deco 964==

PLAN TYPE rectangular 966==

EXTERIOR FABRIC(S) concrete, plain 854==

STRUCTURAL SYSTEM(S) masonry 856==

FEATURE OF STRUCTURE (942):

FOUNDATION: _____ 942==

ROOF TYPE: flat 942==

SECONDARY ROOF STRUCTURE(S): tower, flat 942==

CHIMNEY LOCATION: _____ 942==

WINDOW TYPE: D.H.S., 1/1 942==

MATERIALS (882):

CHIMNEY: _____ 882==

ROOF SURFACING: _____ 882==

INTERIOR WALLS: _____ 882==

ORNAMENT INTERIOR: _____ 882==

ORNAMENT EXTERIOR: concrete 882==

QUANTITATIVE DATA (950-960):

NO. OF STOREYS 4 950==

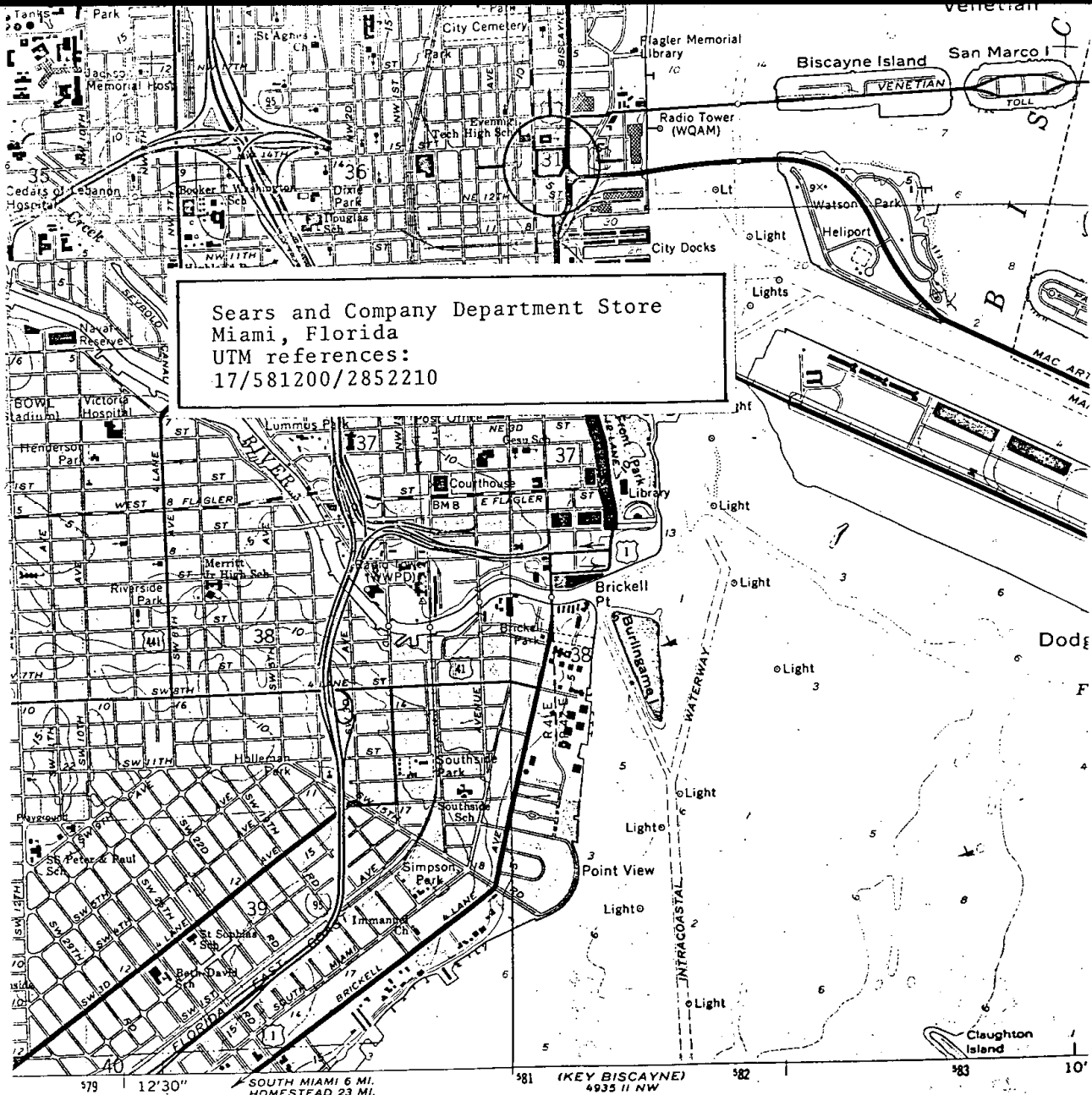
NO. OF CHIMNEYS _____ 952==

OTHER (SPECIFY) _____ 954==

_____ 956==

OTHER NOTABLE FEATURES OF BUILDING (FREE TEXT) (865==):

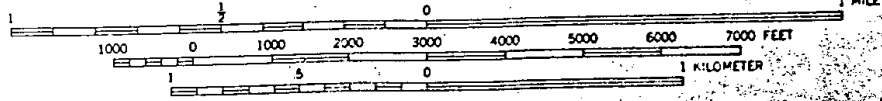
ROOF STRUCTURAL SYSTEM:	865==
	865==
	865==
	865==
MAIN ENTRANCE: east, facade offset left; aluminum and glass; two pair, commercial aluminum case door with transom light over each; rusticated pilasters with deco capital flank entrance with lintel and dentil molding.	865==
	865==
WINDOW PLACEMENT: 1st floor four bays, 2nd floor 12 bays, 3rd floor 12 bays, 4th floor 12 bays.	865==
	865==
WINDOW SURROUNDS AND DECORATION: metal surrounds, slight recess into masonry wall, deco lintel over second story windows over main entrance; 2nd, 3rd and 4th floors in groups of 3.	865==
	865==
PORCHES, VERANDAS, GALLERIES AND BALCONIES:	865==
	865==
	865==
EXTERIOR ORNAMENT AND COLOR: White; four building bays separated by vertical fluting pilasters with deco spiral at fluting ends on facade ends; art deco cornice with rectangular blocks of deco sunrise motif.	865==
	865==
INTERIOR COMMENTS:	865==
	865==
	865==
OTHER (SPECIFY): Tower; facade, left, inside, six stories; at 45 degrees to street intersection, facade left; tower facade faces S.E. with vertical fluting and deco surrounds on 2nd floor windows; art deco bird below window; art deco crown on top of tower with masonry sill.	865==
MAJOR ALTERATIONS (FREE TEXT) (857==): Addition to building on north side, on W. side; original entrance probably on S.E. corner.	857==
	857==
	857==
	857==
OUTBUILDINGS (FEATURES OF SITE) (876==): parking lot west of building.	876==
	876==
	876==
	876==
SURROUNDINGS (CLASSIFICATION) commercial	864==
RELATIONSHIP TO SURROUNDINGS (FREE TEXT) (859==): building on N.W. corner of scayne Blvd. and N.E. 13 St.	859==
	859==
	859==
	859==



Sears and Company Department Store
Miami, Florida
UTM references:
17/581200/2852210

12°30' 579 12°30' 581 (KEY BISCAYNE) 4935 11 NW 582 583 10'

SCALE 1:24 000



CONTOUR INTERVAL 5 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
DEPTH CURVES AND SOUNDINGS IN FEET-DATUM IS MEAN LOW WATER
SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER
THE MEAN RANGE OF TIDE IS APPROXIMATELY 2 FEET IN BISCAYNE BAY
AND 25 FEET IN THE ATLANTIC OCEAN

69° MAGNETIC NORTH
CENTER OF SHEET

compiled by the Geological
State of Florida
topographs taken 1969.
checked.
revision of urban areas

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



DIVISIONS OF FLORIDA DEPARTMENT OF STATE
Office of the Secretary
Office of International Relations
Division of Administrative Services
Division of Corporations
Division of Cultural Affairs
Division of Elections
Division of Historical Resources
Division of Library and Information Services
Division of Licensing



MEMBER OF THE FLORIDA CABINET
Historic Florida Keys Preservation Board
Historic Palm Beach County Preservation Board
Historic Pensacola Preservation Board
Historic St. Augustine Preservation Board
Historic Tallahassee Preservation Board
Historic Tampa/Hillsborough County
Preservation Board
Ringling Museum of Art

FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF HISTORICAL RESOURCES

BUREAU OF HISTORIC PRESERVATION

FACSIMILE TRANSMITTAL SHEET

TO FAX NUMBER: (202) 343-1836

PLEASE DELIVER THE FOLLOWING PAGES TO:

NAME: Ms. Marilyn Harper

COMPANY: National Register of Historic Places
U. S. Department of the Interior

SENDER: Gary V. Goodwin

DATE: July 10, 1997

NUMBER OF PAGES (Including transmittal sheet): 3

FROM PHONE: (904) 487-2333
SUNCOM 277-2333
FAX (904) 922-0496

If there are any problems in receiving this transmission, please call (904) 487-2333.

DIRECTOR'S OFFICE

R.A. Gray Building • 500 South Bronough Street • Tallahassee, Florida 32399-0250 • (904) 488-1480
FAX: (904) 488-3353 • WWW Address <http://www.dos.state.fl.us>

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(904) 487-2333 • FAX: 922-0496

HISTORICAL MUSEUMS
(904) 488-1484 • FAX: 921-2503



RECEIVED

JUN 1 1983

FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State
DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301
(904) 488-1480

METROPOLITAN DADE COUNTY
DEPT. PROPERTY APPRAISAL

May 25, 1983

In Reply Refer to:

Michael F. Zimny
Historic Sites Specialist
(904) 487-2333

RECEIVED
JUN 6 1983

Franklin B. Bystrom
Property Appraiser
Dade County Courthouse
73 W. Flagler Street
Miami, Florida 33130

HISTORIC PRESERVATION
SECTION

Dear Mr. Bystrom:

In accordance with the National Historic Preservation Act Amendments (P.L. 96-515) and 36 CFR Part 60, it is the responsibility of the State Historic Preservation Officer to notify in writing the owner of property of the State's intent to nominate that property to the National Register of Historic Places. It is a further requirement that the ownership be verified by the official local land recordation or tax office within 90 days of the notification by this office of the intent to nominate the property. The owner then has at least 30 but not more than 75 days in which to submit written comments.

It is the intention of the State Historic Preservation Officer of Florida to nominate the property identified below to the National Register of Historic Places on or about August 12, 1983. Please provide us with the owner(s) name(s) on or before June 30, 1983 .

Your assistance in this matter will be greatly appreciated.

Sincerely,

L. Ross Morrell
State Historic
Preservation Officer

01-3231-35-001

LRM:sds

Property to be nominated: Sears, Roebuck and Company
1300 Biscayne Boulevard
Tract A of the plat of Boulevard Tract,
as recorded in Plat Book 100, p. 65, of
the Public Records of Dade County

valu 01 3231350010

FOLIO 01 3231 35 0010 5 PROP ADDR 1300 BISCAYNE BLVD MCD 011
06/01/83 LAST INSP 06/81 ZNG 64 CLUC 19 BLDG YR 38 SLUC 12

NAME AND LEGAL	* PREV-CHG= 82253 *	VALUE HISTORY		
SEARS ROEBUCK & CO	YEAR	1981	1982	01/01/83
TX DEPT 568-S	LAND	2802910	3581490	
675 PONCE DE LEON AVE NE	BLDG	814939	920472	
ATLANTA GA 30395	TOTAL	3617849	4501962	E

31 53 42 3.57 AC M/L	HEX			
BOULEVARD TRACT PB 100-65	WVD			
TRACT 'A'	TOTEX			
LOT SIZE 155717 SQ FT	NONEX	3617849	4501962	
	SR HEX			
	CO NE	3617849	4501962	

MUNICIPAL TAX STATUS: TAXABLE

SCH EX
SCH NE

XF 0	BTH	SALE	DATE	TYPE	ST CD:
BDR	UNT				
ADJFT	124047				
WATER					
ROAD	RC	4629	4	LITE DIST	LITE FTG
SEWER				INTEREST CODES	HEX SR CIT
OTHER	TAB	18391	YR 1		



File
1109

FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State
DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301
(904) 488-1480

March 1, 1982

In reply refer to:

W. Carl Shiver
Historic Sites Specialist
(904) 487-2333

Ivan Rodriguez, Director
Historic Preservation Division
Community and Economic Development
Metropolitan Dade County
90 S.W. 8th Street, Suite 309
Miami, Florida 33130

Re: Eligibility for Listing on the National
Register of Historic Places, Sears
Tower, Miami, Florida

Dear Mr. Rodriguez:

We have examined the documentation submitted by you to our office on the Sears Tower at 1300 Biscayne Boulevard and have determined that the site meets the criteria for listing on the National Register of Historic Places. The building represents one of the earliest examples of Art Deco style architecture in the Miami area and embodies excellent and distinctive features of that style as applied to a large commercial structure. The building, moreover, reflects the changing commercial development attitudes in Miami during the late 1920s, brought about by the growing use of the automobile which allowed the decentralization of shopping areas.

Our office recommends that the Miami City Commission take into account the historic and visual character of the Sears Tower in considering the proposed zoning ordinance which would clear the way for the building's demolition. Tax incentives may be available for the rehabilitation of historic commercial structures such as the Sears Tower, and it would be unfortunate if this valuable element of the city's heritage were to be lost.

Thank you for your interest in this matter.

Sincerely,

L. Ross Morrell
State Historic
Preservation Officer

LRM:SS:ls

Carl

Dade
A-95 No#

Rte. to Liz Monroe

METROPOLITAN DADE COUNTY, FLORIDA



OFFICE OF THE COUNTY MANAGER
COMMUNITY AND ECONOMIC DEVELOPMENT
90 S.W. 8TH STREET
SUITE 309
MIAMI, FLORIDA 33130
(305) 579-2553

February 16, 1982

Mr. L. Ross Morrell
State Historic Preservation Officer
Florida Division of Archives, History,
and Records Management
The Capitol
Tallahassee, FL. 32304

RECEIVED
FEB 19 1982
HISTORIC PRESERVATION
SECTION

Dear Mr. Morrell:

The Miami City Commission will hold a public hearing on March 11 to decide on a proposed zoning ordinance which would clear the way for the demolition of the Sears Roebuck Building, 1300 Biscayne Boulevard. The ordinance would declassify the Sears Tower as a historical site, allowing the developer, Cadillac-Fairview Inc. to replace the present Sears Building with a two-square block commercial complex that will include a new Sears store.

We are requesting the opinion of the State Historic Preservation Office on whether the Sears Building meets the criteria for National Register eligibility. We feel that an opinion from your office will help our city officials make a decision that will be in the best interest of the entire community. We are not requesting determination of eligibility because it is a private development and there would not be sufficient time for this to be processed.

Enclosed is documentation on the significance of the Sears Tower. Please, call us if further information is needed. We would appreciate your prompt reply, since there is not much time before the public hearing.

Sincerely,

Ivan A. Rodriguez
Director
Historic Preservation Division

cc:F.Blair Reeves
Enclosure
IAR/mtt

RECEIVED
FEB 18 1982
CULTURAL RESOURCE
MANAGEMENT TEAM



file

FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State

DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

July 11, 1984

Mr. Paul E. Thompson
Executive Director
Dade Heritage Trust, Inc.
Historic Preservation Center
190 Southeast 12th Terrace
Miami, Florida 33131

Dear Paul:

Thank you very much for your recent submission of the Florida nomination proposal for the Sears Building in Miami. The Sears Building is a landmark structure in the commercial and architectural development of Miami and merits listing in the National Register of Historic Places. We appreciate your support of this nomination.

Aside from the photographs you have indicated are forthcoming, the nomination proposal appears technically complete and makes a good argument for nomination of the building. Accordingly, we plan to submit the nomination for review at the August 31 meeting of the Florida National Register Review Board. In advance of the meeting, an indication of local support for a nomination is frequently beneficial to its receiving the positive recommendation of the Review Board for nomination to the National Register. We invite you or any other concerned individuals or organizations who support the nomination to communicate this to us in writing prior to the Review Board meeting. Members of the Review Board will be provided with copies of all letters we receive regarding the nomination. Attendance at the Review Board meeting by yourself or Sarah Eaton would also be desirable.

In conformance with Federal regulations, we will be required to contact the Sears Company and inform them of our intent to nominate their property. As you know, if Sears objects to nomination, the building cannot be listed in the National Register. In this event, we will pursue a determination of eligibility for the property. Under this designation, the building would receive limited protection against demolition or adverse impact as a result of federally supported activities. However, it will not be eligible for either the tax incentives program or historic preservation grants associated with listing in the National Register. Once determined eligible, the building could be listed in the Register at any time if either the present owner ceases to object or if any future owner would have no objection to listing.

Mr. Paul E. Thompson
July 11, 1984
Page Two

Once again thank you for your submission of the nomination and your interest in the National Register program. If you have any questions regarding the procedures of nomination, please feel free to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Michael F. Zimny".

Michael F. Zimny
Historic Sites Specialist

MFZ:sds

xc: Joyce Meyers

RECEIVED

JUL 10 1984

July 5, 1984

Mr. George Percy
State Historic Preservation Officer
Division of Archives, History and Records Management
Department of State
The Capitol
Tallahassee, Florida
32301

HISTORIC PRESERVATION
SECTION

Dear Mr. Percy:


As you know, Dade Heritage Trust has been working for over two years seeking preservation of the Sears Building, located at 13th Street and North Biscayne Boulevard in Miami.

We have sought City of Miami historic designation, to no avail, stymied by the City Commission. We are studying this action as to its legality.

The architectural and historical information about this important landmark leave no question in our minds about its significance, however. Therefore, by unanimous vote of the Dade Heritage Trust Board of Trustees, we urge you to consider listing the Sears Building on the National Register of Historic Places, a recognition it surely deserves.

The completed nomination form is enclosed. Please contact the undersigned if you require more information.

Sincerely,



Paul E. Thompson
Executive Director

cc: Ms. Joyce Meyers, City of Miami Historic Preservation Officer

**Dade
Heritage
Trust,
Inc.**

Historic Preservation Center
190 Southeast 12th Terrace
Miami, FL 33131
305-358-9572

Proof of ownership from County Tax Assessor

FOLIO 01 3231 35 0010 5 PROP ADDR 1300 BISCAYNE BLVD MCD 011
 07/06/84 LAST INSP 06/81 ZNG 64 CLUC 19 BLDG YR 38 SLUC 12
 NAME AND LEGAL * PREV-CHG# 82253 * VALUE HISTORY 01/01/84
 SEARS ROEBUCK & CO YEAR 1982 1983
 TX DEPT 568-S LAND 3581490 3581490
 675 PONCE DE LEON AVE NE BLDG 301693 300000
 ATLANTA GA 30395 TOTAL 3883183 3881490 E
 HEX

31 53 42 3.57 AC M/L
 BOULEVARD TRACT PB 100-65
 TRACT 'A'
 LOT SIZE 155717 SQ FT

MUNICIPAL TAX STATUS: TAXABLE

XF 0	BTH	SALE	DATE	TYPE	ST CD:
BDR	UNT				
ADJFT - 124047					
WATER					
ROAD	RC	4629	4	LITE DIST	LITE FTG
SEWER	TAB	13136	YR 3	INTEREST CODES	SR CIT
OTHER				HEX	LEGAL **

** NO MORE



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State
DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301
(904) 488-1480

January 24, 1984

Miami City Commission
City of Miami
3500 Pan American
Miami, Florida 33133

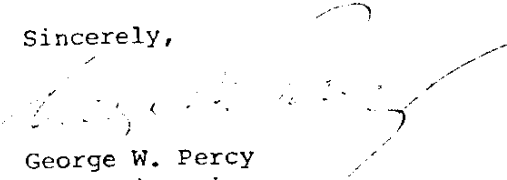
Dear Gentlemen:

It has come to my attention that the Miami City Commission will consider the designation of the Sears, Roebuck and Company building, 1300 Biscayne Boulevard, as a Heritage Conservation Zoning District. We strongly urge the City Commission to support designation of this building. The Sears building is one of the finest examples of Art Deco style commercial architecture in Miami. Built in 1929, it is also one of the earliest examples of the style in Dade County, predating the Art Deco buildings on Miami Beach by several years. The design of the building, together with its prominent location on Biscayne Boulevard, have made it a landmark structure in Miami. Our office has previously recognized the important historic and visual character of the building and noted its potential eligibility for nomination to the National Register of Historic Places.

In light of these superlatives, it is our recommendation that the City Commission support local designation of this building. It would be most unfortunate if this valuable element of the City of Miami's heritage were to be lost.

Thank you for your interest in this matter.

Sincerely,



George W. Percy
State Historic
Preservation Officer

GWP:Zds



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State
DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301
(904) 488-1480

May 25, 1983

In Reply Refer to:

Michael F. Zimny
Historic Sites Specialist
(904) 487-2333

Franklin B. Bystrom
Property Appraiser
Dade County Courthouse
73 W. Flagler Street
Miami, Florida 33130

Dear Mr. Bystrom:

In accordance with the National Historic Preservation Act Amendments (P.L. 96-515) and 36 CFR Part 60, it is the responsibility of the State Historic Preservation Officer to notify in writing the owner of property of the State's intent to nominate that property to the National Register of Historic Places. It is a further requirement that the ownership be verified by the official local land recordation or tax office within 90 days of the notification by this office of the intent to nominate the property. The owner then has at least 30 but not more than 75 days in which to submit written comments.

It is the intention of the State Historic Preservation Officer of Florida to nominate the property identified below to the National Register of Historic Places on or about August 12, 1983. Please provide us with the owner(s)' name(s) on or before June 30, 1983 .

Your assistance in this matter will be greatly appreciated.

Sincerely,

L. Ross Morrell
State Historic
Preservation Officer

LRM:sds

Property to be nominated: Sears, Roebuck and Company
1300 Biscayne Boulevard
Tract A of the plat of Boulevard Tract,
as recorded in Plat Book 100, p. 65, of
the Public Records of Dade County



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State

DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

July 16, 1984

Mr. Stephen Clark
Dade County Board of Commissioners
242 Courthouse
Miami, Florida 33130

Dear Mr. Clark:

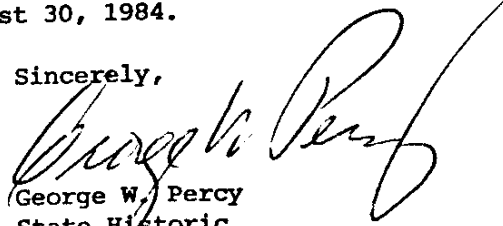
We are pleased to advise you that the Sears Roebuck and Company Department Store, 1300 Biscayne Boulevard, Miami has been proposed for nomination for listing in the National Register of Historic Places.

The nomination proposal will be reviewed by the Florida National Register Review Board in a public meeting in Tallahassee on August 31, 1984 at 9:00 a.m. in the R.A. Gray Building, Tallahassee, Florida. If the Review Board finds that the Sears Roebuck and Company Department Store is, in its opinion, eligible for such listing, a formal nomination will be submitted to the Keeper of the National Register in Washington, D.C., who will make the final determination.

The enclosed fact sheets explain the criteria for listing, and the results of listing in the National Register with references to the major laws and Federal regulations relating to listed properties. We will be happy to provide a copy of the nomination, and any additional information on the protection provisions, financial incentives, or other aspects of the National Register program.

If you wish to comment on whether or not the Sears Roebuck and Company Department Store should be nominated for listing in the National Register, please send your comments to me by August 30, 1984.

Sincerely,


George W. Percy
State Historic
Preservation Officer

GWP:sds

Enclosures



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State

DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

July 16, 1984

The Honorable Maurice A. Ferre
Mayor of Miami
3500 Pan American Drive
Miami, Florida 33133

Dear Mayor Ferre:

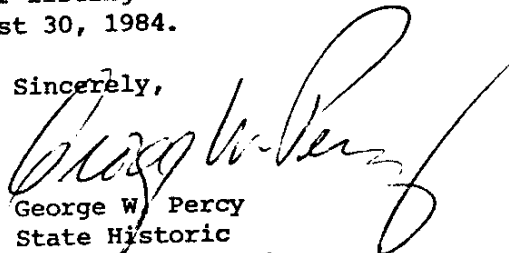
We are pleased to advise you that the Sears Roebuck and Company Department Store, 1300 Bayshore Boulevard, Miami has been proposed for nomination for listing in the National Register of Historic Places.

The nomination proposal will be reviewed by the Florida National Register Review Board in a public meeting in Tallahassee on August 31, 1984 at 9:00 a.m. in the R.A. Gray Building, Tallahassee, Florida. If the Review Board finds that the Sears Roebuck and Company Department Store is, in its opinion, eligible for such listing, a formal nomination will be submitted to the Keeper of the National Register in Washington, D.C., who will make the final determination.

The enclosed fact sheets explain the criteria for listing, and the results of listing in the National Register with references to the major laws and Federal regulations relating to listed properties. We will be happy to provide a copy of the nomination, and any additional information on the protection provisions, financial incentives, or other aspects of the National Register program.

If you wish to comment on whether or not the Sears Roebuck and Company Department Store should be nominated for listing in the National Register, please send your comments to me by August 30, 1984.

Sincerely,



George W. Percy
State Historic
Preservation Officer

GWP:sds

Enclosures



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State

DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

July 16, 1984

In Reply Refer to:

Michael F. Zimny
Historic Sites Specialist
(904) 487-2333

Sears, Roebuck and Company
TX Department 568-S
675 Ponce de Leon Avenue N.E.
Atlanta, Georgia 30395

Dear Sir:

We are pleased to advise you that the Sears Roebuck and Company Department Store, 1300 Biscayne Boulevard, Miami has been proposed for nomination for listing in the National Register of Historic Places.

The nomination proposal will be reviewed by the Florida National Register Review Board in a public meeting in Tallahassee on August 31, 1984. If the Review Board finds that the property is eligible for such listing, a formal nomination will be submitted to the Keeper of the National Register in Washington D.C., who will make the final decision whether or not to list the property.

It is very important to us that you understand the purpose of listing properties in the National Register, and what this will mean to you as the owner of a listed property. In addition, you should be aware of your right to object to the listing of your property, and how to register that objection if you desire to do so.

The National Register of Historic Places is an official listing of historically significant sites and properties throughout the country. It is maintained by the Keeper of the National Register, National Park Service, U.S. Department of the Interior. It includes sites and properties that have been identified and documented as having played a significant role in the prehistoric occupation or historical development of our nation, states, and local communities.

Sears, Roebuck and Company
July 16, 1984
Page Two

There are three basic purposes for listing a property in the National Register. They are:

- 1) to provide official recognition of its historic significance and encourage consideration of its historic value in future development planning,
- 2) to provide limited protection of the property from any actions involving funding, licensing or assistance by Federal agencies that could result in damage to or loss of its historic value, and
- 3) to make the property eligible for Federal financial incentives for historic preservation.

Listing of your property in the National Register will not restrict your basic rights as a property owner to use and dispose of your property as you see fit. However, if the future use or redevelopment of the property should require approval or assistance from a Federal agency, the plans for such use or redevelopment would be subject to review by the State Historic Preservation Office and the Advisory Council on Historic Preservation. In that event, we will be happy to furnish information and guidance to help you in planning your activities so as to provide for the preservation of the historic characteristics of the property. This review requirement would also apply to any Federally funded, licensed or assisted projects undertaken by others that could have an adverse effect on the property.

The enclosed fact sheets explain the criteria for listing properties in the National Register and the results of listing in the National Register, with references to the major laws and Federal regulations relating to listed properties. We will be happy to provide additional information and to discuss any questions you may have on the protection provisions, financial incentives, or other aspects of the National Register program.

If you wish to object to the listing of your property, you may do so by sending a notarized statement addressed to me as State Historic Preservation Officer by August 30, 1984. The statement must certify that you are the sole owner or part owner, as appropriate, of the property in question, and that you object to its listing in the National Register of Historic Places. It is not necessary to state the reason for your objection, but we would appreciate having that information if you wish to include it.

If you as sole owner, or a majority of the owners if the property is in multiple ownership, object to the listing of your property, it will not be listed. However, the nomination will be forwarded to the Keeper of the National Register for a determination of eligibility of the property for listing in the National Register. A copy of your statement objecting to the listing of the

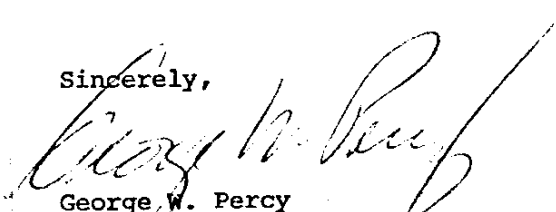
Sears, Roebuck and Company
July 16, 1984
Page Three

property will be included. If the property is then determined eligible for listing, the protection from Federally funded, licensed, or assisted activities outlined above will become effective, but the property will not be eligible for the financial incentives for preservation.

We would certainly like to have your active support for the nomination of your property, as we feel it reflects an important part of Florida's historic heritage. But any comment you may wish to send me will be appreciated. We hope, too, that you may be able to attend the Review Board meeting on August 31, 1984 at 9:00 a.m. in the R.A. Gray Building, Tallahassee, Florida.

In the meantime, please do not hesitate to write or call me or any member of our survey and registration staff if you have any questions. We can all be reached at (904) 487-2333.

Sincerely,



George W. Percy
State Historic
Preservation Officer

GWP:sds

Enclosures

August 1, 1984

Michael -

Attached are the photos of Sears
& the xerox copies. The photos
are not as good as I had hoped
they would be - if you want,
I'll reshoot. Let me know.

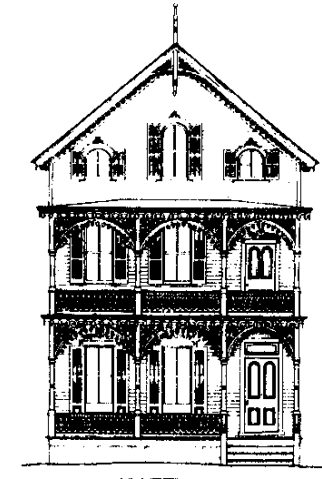
Sarah

RECEIVED

AUG 3 1984

HISTORIC PRESERVATION
SECTION

from the desk of
Sarah Eaton





SOUTHERN TERRITORY
675 PONCE DE LEON AVENUE, N.E.
ANNEX 95
ATLANTA, GEORGIA 30395

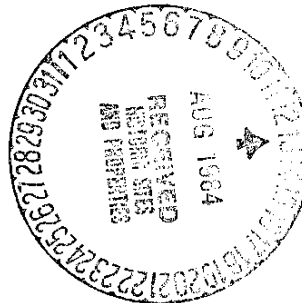
RICHARD G. WILKINS
Territorial General Counsel

ATTORNEYS

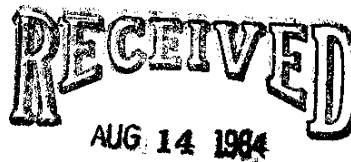
THOMAS C. PHILLIPS, JR.
D. CHARLES HOUK
CHARLES H. BOWERS
JAMES C. CARR
STANLEY MORRIS
DAVID T. WOLF
RAYMOND P. CARPENTER
PAMELA S. DOWNS
STEPHEN P. GEORGESON
JANNE CASTLEBERRY

404/885-3866

August 9, 1984



Mr. George W. Percy
State Historic Preservation Officer
Florida Department of State
Division of Archives
History and Records Management
The Capitol
Tallahassee, Florida 32301-8020



HISTORIC PRESERVATION
SECTION

Dear Mr. Percy

Your letter of July 16, 1984, concerning the nomination for listing in the National Register of Historic Places of the Sears' store located at 1300 Biscayne Boulevard, Miami, Florida, has been referred to me for response. As indicated in the attached statement, Sears is not presently interested in the listing of the Sears' store in question in the National Register of Historic Places. This is to advise you that Sears is presently finalizing the contractual arrangements for the sale of the Sears' property in question to a party who is most interested in the preservation of the building and the listing of the property in the National Register of Historic Places. It is my further understanding that the listing in the National Register of Historic Places will be pursued by the new owner upon a closing of this transaction.

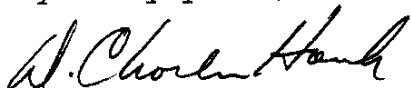
At this point in time, it would be the mutual desire of Sears and the prospective owner to process the paperwork necessary for the nomination for listing in the National Register of Historic Places as far as is possible without committing Sears to follow through with such nomination or designation process in the event the proposed sale of the property falls through. Such a preliminary processing would expedite the nomination process by the new owners once the sale is concluded.

In summary, Sears is interested in assisting the new owners in expediting the process of the nomination for the National Register for Historic Places; however, Sears does not want to have the property so nominated or designated while Sears is the owner and in the event the proposed sale does not go through, it is Sears' position that the building should not be so designated or nominated.

Mr. George W. Percy
August 9, 1984
Page Two

With the foregoing in mind, it is requested that Michael F. Zimny call me to discuss the review board meeting scheduled for August 31, 1984, in Tallahassee.

Very truly yours,



D. Charles Houk

DCH:cw

cc: Douglas S. Lyons, Esquire
Stinson, Lyons & Schuette

Charles N. Dobbins
Sears D/824RE-S



Merchandise Group

SOUTHERN TERRITORY
675 PONCE DE LEON AVENUE, N.E.
ANNEX 95
ATLANTA, GEORGIA 30395

RICHARD G. WILKINS
Territorial General Counsel

ATTORNEYS

THOMAS C. PHILLIPS, JR.
D. CHARLES HOUK
CHARLES H. BOWERS
JAMES C. CARR
STANLEY MORRIS
DAVID T. WOLF
RAYMOND P. CARPENTER
PAMELA S. DOWNS
STEPHEN P. GEORGESON
JANNE CASTLEBERRY

404/885-3866

August 9, 1984

Mr. George W. Percy
State Historic Preservation Officer
Florida Department of State
Division of Archives
History and Records Management
The Capitol
Tallahassee, Florida 32301-8020

Re: Sears Property
1300 Biscayne Blvd.
Miami, Florida

Dear Mr. Percy:

This is to advise you that Sears, Roebuck and Co. objects to a listing of the subject property in the National Register of Historic Places. The undersigned, on behalf of Sears, Roebuck and Co., certifies that Sears, Roebuck and Co. is the sole owner of the property in question.

Very truly yours,

D. Charles Houk

DCH:cw

cc: D. S. Lyons, Esquire
C. N. Dobbins, D/824RE-S

Notary Public

Date

Notary Public, Georgia, State At Large
My Commission Expires May 22, 1987



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State
DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

August 15, 1984

In Reply Refer to:

Michael F. Zimny
Historic Sites Specialist
(904) 487-2333

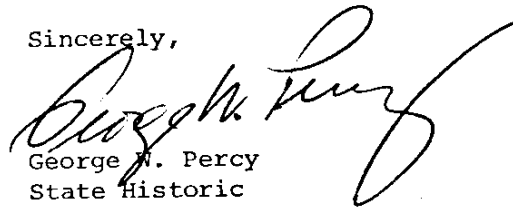
D. Charles Houk
Sears Merchandise Group
675 Ponce De Leon Avenue N.E.
Annex 95
Atlanta, Georgia 30395

Dear Mr. Houk:

Thank you for your letter of August 9 informing us of your objection to the nomination of your property in Miami to the National Register of Historic Places. We appreciate your providing us with an explanation of your reasons for objection. In accordance with your request, we will not pursue National Register listing for your property. However, as you are aware from your conversation with Michael Zimny of my staff, it is our intention to submit the nomination for the building to the National Register for a determination of eligibility. If the building is determined eligible for listing, it could be listed in the National Register in fairly short order at any time if the future owner of the property would have no objection to listing.

As you are aware, the nomination prepared for your property will be considered by our Review Board on August 31. Your attendance at this meeting is not required, as we will communicate your concerns regarding the nomination to the Review Board. Mr. Zimny will be in touch with you in advance of the meeting to answer any questions which you may have.

Sincerely,



George N. Percy
State Historic
Preservation Officer

GWP:Zds

xc: Joyce Myers, City of Miami Planning Office



FLORIDA DEPARTMENT OF STATE

George Firestone
Secretary of State

DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

September 10, 1984

In Reply Refer to:

Michael F. Zimny
Historic Sites Specialist
(904) 487-2333

D. Charles Houk
Sears Merchandise Group
675 Ponce de Leon Avenue, N.E.
Annex 95
Atlanta, Georgia 30395

Dear Mr. Houk:

At its meeting on August 31, the Florida National Register Review Board reviewed the nomination proposal for the Sears Building in Miami. I am pleased to inform you that, in accordance with your request, the Review Board recommended the nomination for your property be submitted to the National Register of Historic Places for a determination of eligibility. In our submission to Washington, we will include a copy of your letter noting objection to National Register listing of your property. We will notify you of the Register's final decision regarding the eligibility of your property at such time as we receive word of their decision.

Sincerely,

George W. Percy
State Historic
Preservation Officer

GWP:sds



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State

DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

October 5, 1984

In Reply Refer to:

Larry Paarlberg
Historic Sites Specialist
(904) 487-2333

Carol Shull
Chief of Registration
National Park Service
National Register of Historic Places
U.S. Department of the Interior
Washington, D.C. 20240

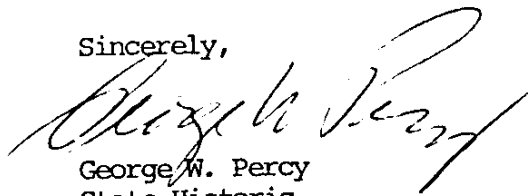
Dear Ms. Shull:

Enclosed are the National Register nominations for the Exchange Bank Building, the Hotel Floridan, the Masonic-Odd Fellows Hall, and the Sears Roebuck and Company Department Store. These nominations have been approved by the Florida National Register Review Board and by myself.

We request that the nominations for the Exchange Bank Building and the Hotel Floridan be reviewed for listing in the National Register of Historic Places. However, we request that the nominations for the Sears Roebuck and Company Department Store and the Masonic-Odd Fellows Hall be reviewed for a Determination of Eligibility because we received letters of objection from the owners of record for these two buildings.

If you have any questions or concerns, please feel free to contact our office.

Sincerely,



George W. Percy
State Historic
Preservation Officer

GWP:Plp

Enclosures



STEPHEN P. CLARK
Mayor

Office of the Mayor
METROPOLITAN DADE COUNTY-FLORIDA

DADE COUNTY COURTHOUSE
73 WEST FLAGLER STREET - SUITE 242
MIAMI, FLORIDA 33130

(305) ~~379-5305~~
375-5305



Mr. George W. Percy
State Historic Preservation Officer
The Capitol
Tallahassee, FL 32301-8020

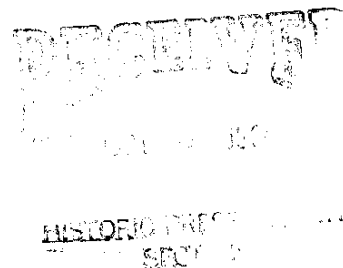
Dear Mr. Percy:

We are hereby expressing our support for the National Register nomination of the Sears Roebuck Store at 1300 Biscayne Boulevard. We are aware of the important role that building has played in the economic development of Dade County, specifically of the Biscayne Boulevard area, over the years. Its Art Deco style, professed to be the earliest example in Miami, is particularly noteworthy.

In recent weeks a developer has been identified who plans to undertake a complete rehabilitation of the Sears Building as part of a multi-million dollar redevelopment of the adjacent area. We are delighted to hear of this outcome. National Register listing will create major incentives to the developer to pursue this worthy project. We look forward to having the Sears Building returned to the dynamic role it once played in our community.

Sincerely,


Stephen P. Clark



DETERMINED ELIGIBLE FOR THE NATIONAL REGISTER

STATE FLORIDA
DATE DETERMINED DEC 4 1984

<u>Name</u>	<u>Location</u>
Sears, Roebuck and Company Dept. Store	Miami Dade County

Also Notified

NPS REGIONAL OFFICE: Southeast
Advisory Council on Historic Preservation
1100 Pennsylvania Avenue, NW #809
The Old Post Office Building
Washington, DC 20004

State Historic Preservation Officer
Mr. George W. Percy
Director, Division of Archives
History & Records Management
Department of State
The Capitol
Tallahassee, Florida 32301

For further information, please call the National Register at (202)272-3504.

Chronology

- 4/13/88 - received nom prop
- 4/18/88 - ltr acknowledging receipt
- 6/14/88 - sent copy of nom prop to CLG
- 6/14/88 - req. for owner verification
- 7/7/88 - received owner verification from Wade Co. property appraiser
- 6/28/88 - Loral Eaton called to withdraw proposal pending resolution of bond problems

Nom Prop submitted by Loral
Eaton, Hist. Pres. Planner,
City of Miami Planning Dept.

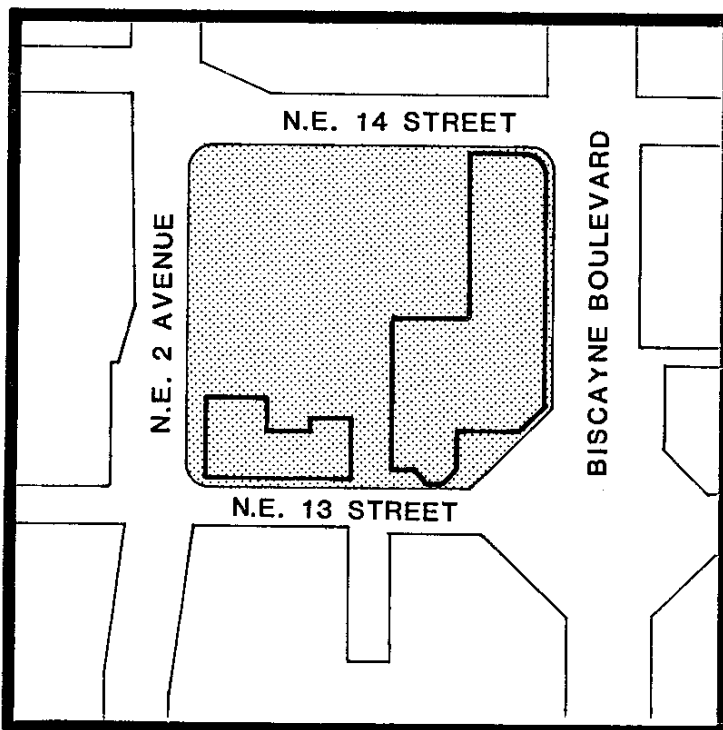
Ross Parrish
(305) 579-0500

SEARS, ROEBUCK AND CO.

1300 BISCAYNE BOULEVARD



location



site plan

SEARS, ROEBUCK AND CO.

1300 BISCAYNE BOULEVARD

Designation Report



City of Miami

REPORT OF THE CITY OF MIAMI PLANNING DEPARTMENT
TO THE HERITAGE CONSERVATION BOARD
ON THE POTENTIAL DESIGNATION OF
SEARS, ROEBUCK AND CO.
1300 BISCAYNE BOULEVARD
AS A HERITAGE CONSERVATION ZONING DISTRICT

Prepared by Sarah E. Eaton 1-21-83
Historic Preservation Consultant Date

Accepted by _____
Chairman, Heritage Conservation Board Date

Designated by the Miami City Commission

Ordinance No. _____

Date _____

CONTENTS

	<u>Page</u>
I. General Information	2
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III. Historical Information	8
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V. Planning Context	12
VI. HC Zoning Elements	14
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I. GENERAL INFORMATION

Historic Name:

Sears, Roebuck and Co.

Current Name:

Sears, Roebuck and Co.

Location:

1300 Biscayne Boulevard
Miami, Florida 33132

Present Owner:

Sears, Roebuck and Co.
TX Department 568-S
675 Ponce de Leon Avenue, N.E.
Atlanta, Georgia 30395

Present Occupant:

Sears, Roebuck and Co.
1300 Biscayne Boulevard
Miami, Florida 33132

Present Use:

Commercial

Present Zoning District:

CBD-2

HC Zoning Overlay District:

HC-1

Tax Folio Number:

01-3231-35-0010

Boundary Description of HC Zoning District:

Tract "A" of the plat of BOULEVARD TRACT, as recorded in Plat Book 100 at Page 65, of the Public Records of Dade County, Florida.

HC Zoning Classification:

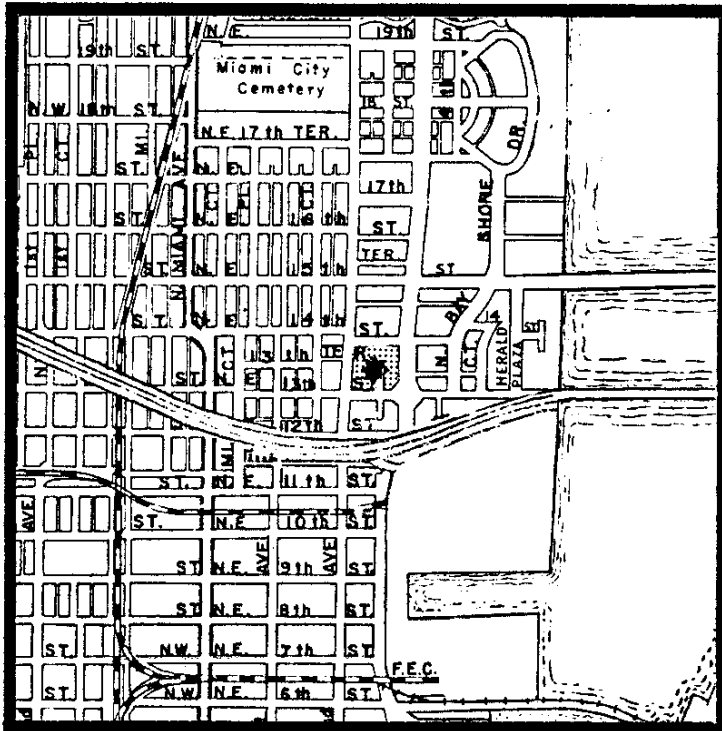
Historic Site

Dade County Historic Survey Rating:

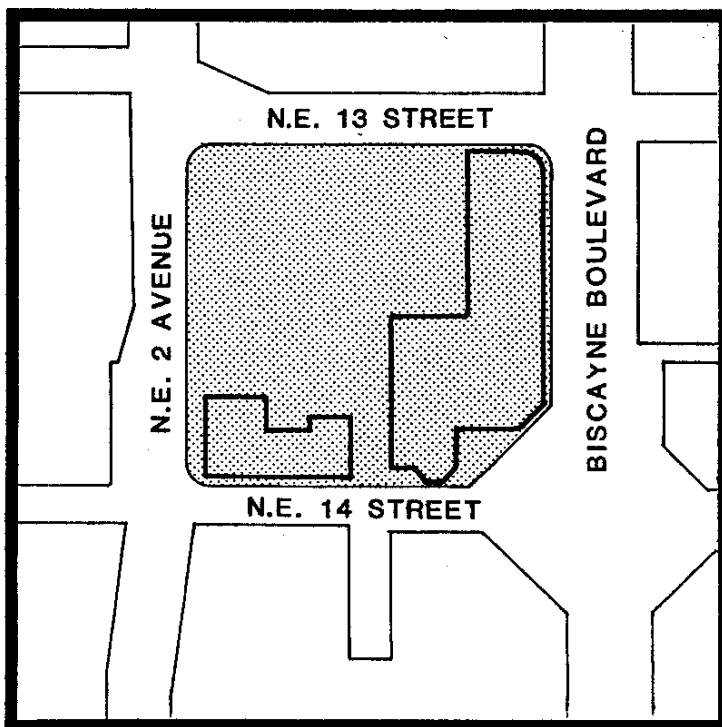
Architectural Significance - 1
Historical Significance - 1
Contextural Significance - 1

SEARS, ROEBUCK AND CO.

1300 BISCAYNE BOULEVARD



location



site plan

II. SIGNIFICANCE

Statement of Significance:

The Sears, Roebuck and Co. Department Store is significant as a reflection of architectural tastes and commercial development in Miami during the late 1920's. Built in 1929, the Sears building is one of the finest examples of Art Deco style commercial architecture in Miami and is one of the earliest examples of the style in Dade County, predating the Art Deco buildings on Miami Beach by several years. The building is particularly noteworthy for its straight-forward expression, applied ornamentation, central tower, and massing. The design of the building, together with its prominent location on Biscayne Boulevard, has made the Sears store a landmark in uptown Miami.

Designed by the prominent Chicago architectural firm of Nimmons, Carr and Wright, the Sears building is typical of the many stores which the firm designed for Sears and reflects the firm's philosophy in the design of these stores. The firm's choice of "modern" design to express the form and proportion of the entire composition and its parts is particularly successful in the store on Biscayne Boulevard.

The Biscayne store exhibits many of those design features common to Sears stores during this period. Foremost among these is the central tower, a trademark of Sears. Other important features include the pronounced verticality of the building, emphasized by engaged fluted piers, and the variety of applied Art Deco ornamental detailing, highlighting important features of the building. Although the Biscayne store is typical of hundreds of Sears buildings constructed throughout the country during the early twentieth century, it is the only such building in South Florida.

The opening of the Sears store on Biscayne Boulevard marked the culmination of efforts by the Biscayne Boulevard Company to establish a new shopping area for Greater Miami. This type of business development was unparalleled in the City's history. Plans for the Boulevard called for a complete shopping center, carefully designed for beauty and comfort, away from the downtown. The Boulevard thus became the forerunner of the modern shopping center, with developers recognizing the increasing importance of the automobile and planning for it.

This was the deciding factor in Sears' decision to locate its new retail store here. Officials stated that although the Boulevard was far removed from downtown Miami, customers would use their cars to get to the store. Therefore, the abundance of parking spaces was of prime importance in the selection of a location. In basing its decision on such a factor, Sears foreshadowed the course of development in Miami for the next several decades.

From its opening in 1929, the Sears store was cited for excellence. During the opening ceremonies, Mayor C. H. Reeder of Miami referred to the new store as "the finest store in the south." The store was also pictured in several national architectural journals. In the May, 1933 issue of The Architectural Forum, for example, it was featured as one of "eight modern department stores."

Relationship to Criteria for Designation:

The Sears, Roebuck and Co. Department Store is eligible for designation under the following criteria:

3. Exemplifies the historical, cultural, political, economic, or social trends of the community.

The Sears building is a reflection of commercial development in Miami during the late 1920's. The opening of the Sears Store on Biscayne Boulevard marked the culmination of efforts by the Biscayne Boulevard Company to establish a new shopping area for Greater Miami. This type of business development, which called for a complete shopping center, carefully designed for beauty and comfort, and away from the downtown, was the forerunner of the modern shopping center. Sears' decision to locate here was based on its recognition of the increasing importance of the automobile. This decision thus foreshadowed the course of development in Miami for the next several decades.

5. Embodies those distinguishing characteristics of an architectural style, or period, or method of construction.

The Sears building is one of the finest examples of Art Deco style commercial architecture in Miami. Built in 1929, it is also one of the earliest examples of the style in Dade County, predating the Art Deco buildings on Miami Beach by several years. The building is particularly noteworthy for its straight-forward expression, applied ornamentation, central tower, and massing.

6. Is an outstanding work of a prominent designer or builder.

The Sears building was designed by the nationally-known firm of Nimmons, Carr and Wright and is a good example of the many stores which the firm designed for Sears.

7. Contains elements of design, detail, materials, or craftsmanship of outstanding quality or which represent a significant innovation or adaptation to the South Florida environment.

The Sears building is particularly noteworthy for the excellence of its design, craftsmanship, and detailing, embodied in such features as its central octagonal tower, engaged fluted piers, and applied low-relief ornamentation.

9. Because of its prominence or spatial location, contrasts of siting, age, or scale, is an easily identifiable visual feature of a neighborhood or the city and contributes to the distinctive quality or identity of such neighborhood or the city.

The Sears building is an impressive landmark on the Miami skyline and is the "gateway" building on Biscayne Boulevard to uptown Miami.

III. HISTORICAL SIGNIFICANCE

Date of Erection:

Ground breaking for the Sears building took place on May 15, 1929, with the official opening on November 14, 1929.

Architect:

The architects for the Sears Building were Nimmons, Carr and Wright, a well-known Chicago architectural firm. The firm was responsible for designing many of the stores for Sears throughout the country.

Builder/Contractor:

The general contractor for the Sears building was Harrison Construction Company of Miami.

Historical Context:

During the late 1920's, Sears, Roebuck and Co. was opening a new store every two working days. South Florida's first store opened in 1928 in a four story building at 835 West Flagler Street. The success of this store and a careful survey of the community by company experts prompted Sears to open a larger retail department store on Biscayne Boulevard.

The Biscayne store, established at a cost of \$750,000, was the thirty-third store in the Southern Territory and the third store for the State of Florida. The opening of the Sears store was heralded as a great event for Miami. The Miami Daily News published a special eight-page supplement about the store, and the opening was given widespread publicity elsewhere. As a result, more than 6,000 people visited the store during the first two hours it was open.

Although the Sears store opened just as the country was entering into the Depression, it survived and even flourished. The Burdines store next door, however, did not, and Sears soon expanded into that two story building. The building has been in continuous operation since its construction.

IV. ARCHITECTURAL INFORMATION

Description of Building:

The Sears, Roebuck and Co. Department Store is a four story structure with a seven story tower placed on a 45 degree angle on its southeast corner. Rectangular in plan, the building originally featured four bays across the east (front) facade and six bays across the south facade. The building is of reinforced concrete construction with a smooth stucco surface, and is topped with a flat roof.

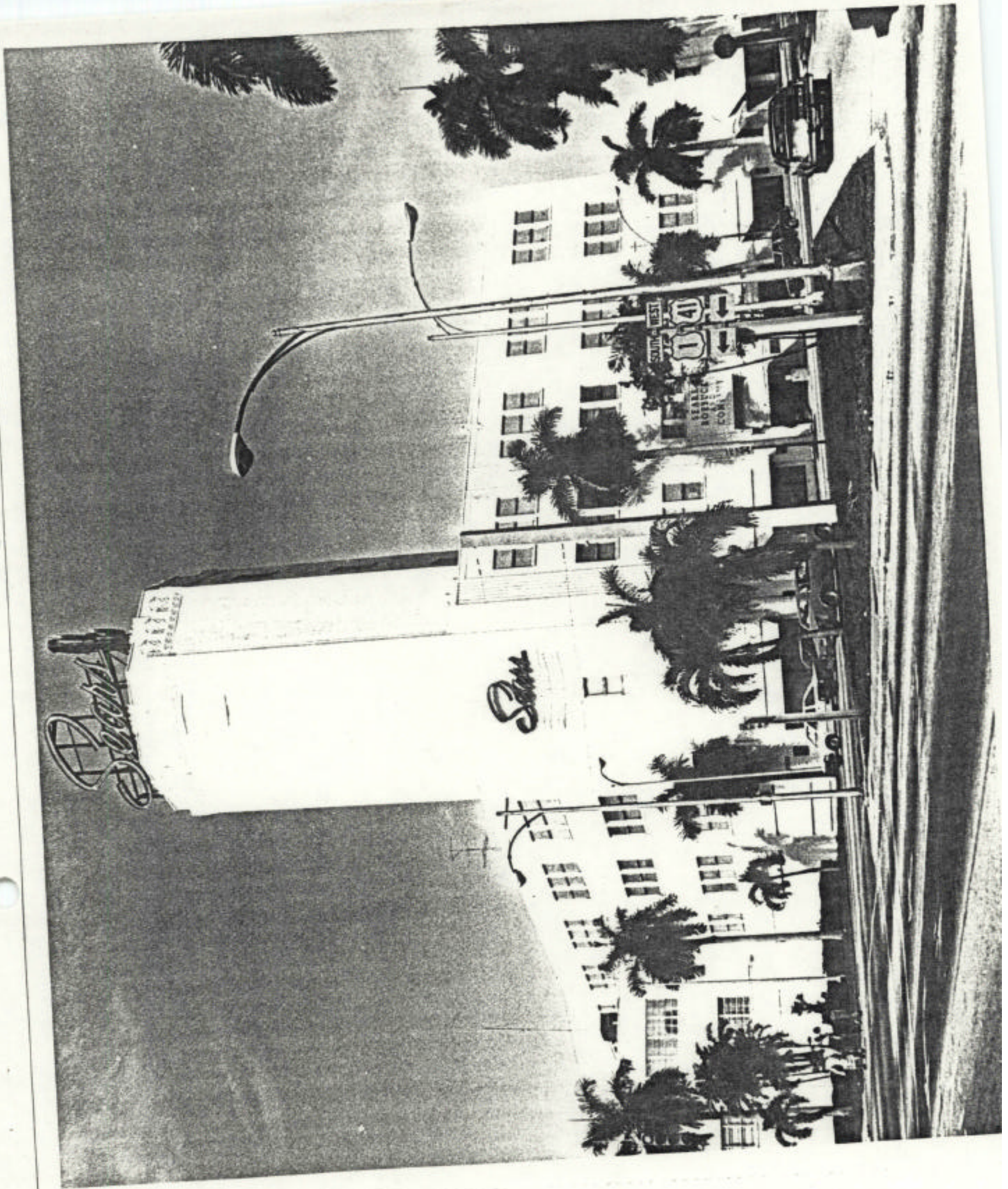
The verticality of the building is emphasized by engaged fluted piers dividing each bay, and by the octagonal tower. The tower is decorated with intricate geometric bas-relief detailing, including ziggurats, filigree, and zigzag lines.

The main entrance of the building is located in the second bay on the east facade and is surrounded by stylized decoration. Windows, which are grouped in threes, are double hung metal sash with one over one lights.

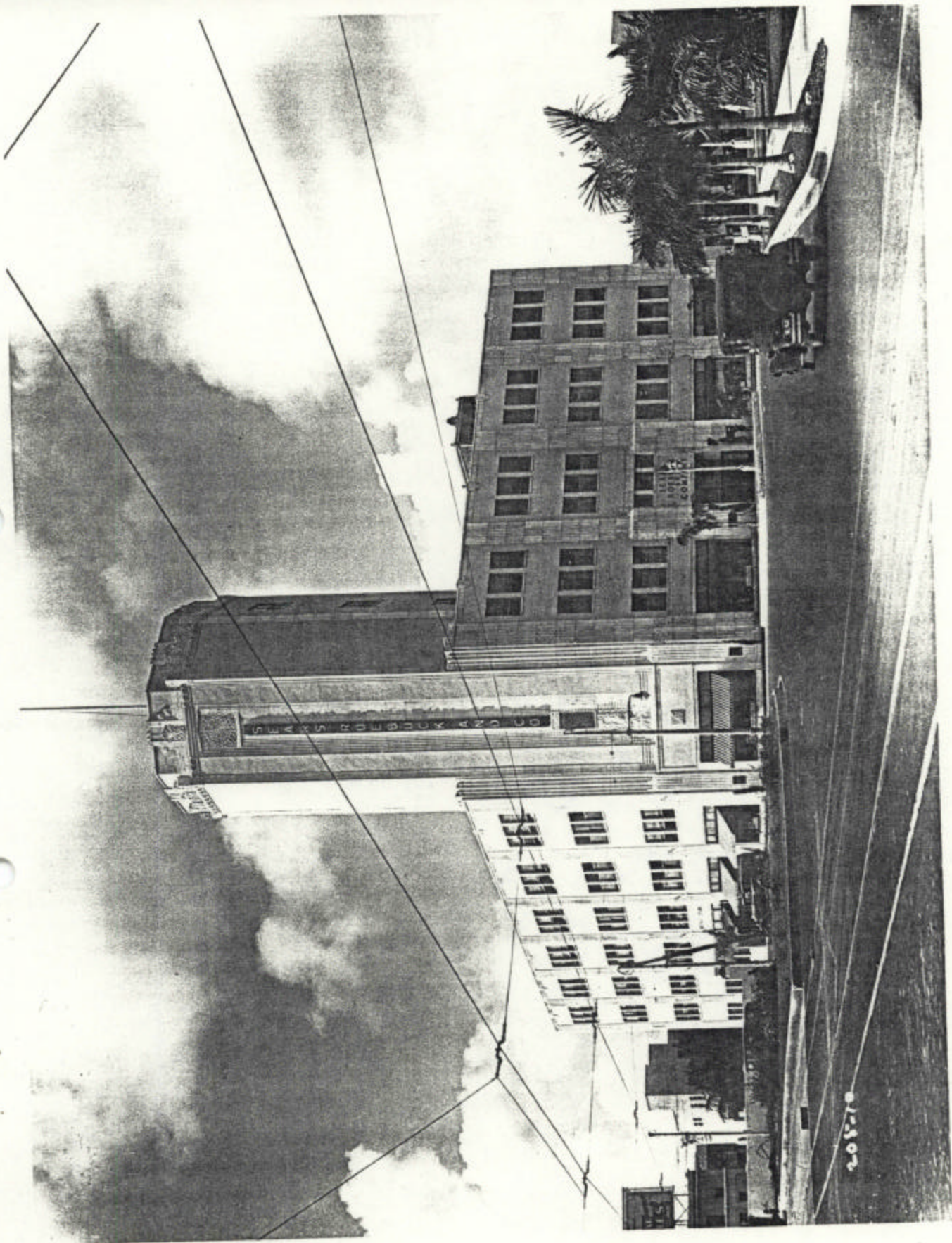
Large additions have been made to the building at two different times during its history. In the early 1930's, a two story structure directly north of the Sears store was annexed. This building, also built in 1929, originally housed a Burdines store. That store, however, was forced to close shortly after opening because of the Depression. A one story service station was added to the south facade in 1934. This addition was enclosed, and a second and third story were added in 1958.

Description of Site:

The Sears building faces southeast and is located on the northwest corner of Biscayne Boulevard and NE 13th Street. The building fronts directly on the street and originally faced a planted traffic circle. A service station and a large parking lot are located west of the building.



Sears, Roebuck and Co.
1300 Biscayne Boulevard
South and east facades
1983



Sears, Roebuck and Co.
1300 Biscayne Boulevard
c. 1930
(Courtesy Historical Association of Southern Florida)

V. PLANNING CONTEXT

Present Trends and Conditions:

The Sears, Roebuck and Co. building is located on a portion of Biscayne Boulevard, commonly referred to as the "Omni area." The area is considered to be a part of downtown Miami, but is physically separated from the core area by 6 to 10 blocks of underdeveloped commercial uses. The Omni area is planned to be more closely linked to the downtown core through an extension of the elevated rapid transit system known as the DCM, and through development of a residential community, Park West, in the intervening deteriorated commercial area.

The area's historic role as a retailing district was solidified in the early 1970's with opening of the Omni shopping mall. The restaurant, entertainment, hotel, and residential uses within the area also contribute to the desirability and development opportunity of the general area. In 1982, the City of Miami approved a major change in the development regulations, allowing 3 to 5 times the building intensity previously permitted in the area. This is expected to pave the way for a massive development boom of office, residential, and commercial uses. In early 1982 several such projects were planned, the largest of which was a joint venture by Sears and Cadillac-Fairview involving the subject site. All of these projects were stalled by the nationwide recession, but are expected to revive within a few years.

Conservation Objectives:

The historic portion of the Sears building should be encouraged to be rehabilitated and incorporated into an intensive, mixed-use development of the entire site.

Engineering reports on the building reveal evidence of deterioration within the steel reinforcement rods supporting the concrete structure; however, this can be corrected within the scope of an overall rehabilitation job. The cost can be offset through use of the 25% rehabilitation investment tax credit for certified historic structures. The two significant facades of the building, fronting on Biscayne Boulevard and NE 13th Street, require only superficial treatment to revive their architectural beauty. The intricate Art Deco relief patterns should be highlighted with subtle pastel colors, the windows should be repaired and reglazed, colorful canvas awnings should be placed at street level, and retail displays returned to the curtained grand floor windows.

It is in the interest of the City to work with Sears to achieve a combination of rehabilitation and new development on this site, not only for the objective of historic preservation, but also to promote broad planning objectives for urban design and mixed-use development in the Omni area.

Such assistance could potentially take the form of an Urban Development Action Grant (UDAG), whereby the City would apply for federal funds to build a parking structure or some other portion of the new on-site development. The City should also nominate the building to the National Register of Historic Places, in order to make it eligible for tax credits.

The Sears Company should be encouraged to keep their own retailing business in the building (with surrounding expansion) because it is such a well known landmark associated with the Sears name. The image and desirability of the store could be enormously improved by rehabilitation of the interior and exterior. Considering the dramatic growth expected in the surrounding area, such an investment should be highly profitable.

These conservation objectives can best be achieved by applying the proposed HC-4: Commercial Area Heritage Conservation Overlay District to the property. The HC-4 overlay district permits certain incentives for preservation of commercial properties. Specifically, an HC-4 overlay district would exempt the existing Sears building from the calculation of floor area ratio. This should serve as a further incentive to preserve the building while maximizing the development potential of the site.

VI. HC ZONING ELEMENTS

Boundaries:

The boundaries of the Sears, Roebuck and Co. Department Store have been drawn to include the entire tract of land owned by Sears, Roebuck and Co.

Major Exterior Surfaces Subject to Review:

Only the east (front) and south facades of the building facing on Biscayne Boulevard and NE 13th Street shall be considered major exterior surfaces subject to review.

Major Landscape Features Subject to Review:

The major landscape features subject to review shall include all features which are subject to the requirements for the removal permits, as set forth in Chapter 17 of the City Code.

VII. BIBLIOGRAPHY

Dade County, Florida. Community and Economic Development,
Historic Preservation Division. Site Inventory File for
1300 Biscayne Boulevard, Miami, Florida.

"Eight Modern Department Stores." The Architectural Forum,
Vol. 63, No. 5, May 1933, pp. 369-372.

Epstein, Steven. "Sears." Unpublished Research Report, University
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The Gold Coaster. Newspaper Published for and by the Employees
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and Co. Section.

Nimmons, George C. "The New Renaissance in Architecture."
The American Architect, Vol. 134, No. 2550, August 5, 1928,
pp. 141-149.

"Sears, Roebuck & Co. Retail Stores." Architectural Record,
Vol. 69, June 1931, pp. 490-491.

"Store of Sears, Roebuck & Co., Miami, Florida." Architecture,
Vol 62, October 1930, pp. 227-228.



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF HISTORICAL RESOURCES

September 12, 1997

Sue Camp
Dade County Cultural Affairs Council
111 N. W. First Street
Suite 625
Miami, Florida 33128

Re: Sears Building, 1300 Biscayne Boulevard, Dade County, Florida

Dear Ms. Camp:

The above referenced property has been officially listed in the National Register of Historic Places as of August 8, 1997 (see enclosed printout). The Sears Building, located at 1300 Biscayne Boulevard, Miami, Florida was determined eligible for listing in the National Register of Historic Places by the Keeper of the Register on December 4, 1984. The building was listed after the current owner of the building, Metro-Dade County, requested removal of the owner objection to listing.

On behalf of Secretary of State Sandra B. Mortham and our historic preservation staff, I congratulate you on achieving this formal recognition of the historic significance of this property. We appreciate your interest in preserving this important element of Florida's cultural resources.

With every good wish and warm regards,

Sincerely,

A handwritten signature in cursive script, appearing to read "George W. Percy".

George W. Percy
State Historic Preservation Officer

GWP:gvg
Enclosure

DIRECTOR'S OFFICE

R.A. Gray Building • 500 South Bronough Street • Tallahassee, Florida 32399-0250 • (850) 488-1480
FAX: (850) 488-3353 • WWW Address <http://www.dos.state.fl.us>

ARCHAEOLOGICAL RESEARCH
(850) 487-2299 • FAX: 414-2207

HISTORIC PRESERVATION
(850) 487-2333 • FAX: 922-0496

HISTORICAL MUSEUMS
(850) 488-1484 • FAX: 921-2503

Author: <Edson Beall@nps.gov (Edson Beall)> at Internet
Date: 8/14/97 3:43 AM
Priority: Normal
TO: Barbara Mattick at GRAYDHR
Subject: National Register List 08/15/97

----- Message Contents -----

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
NATIONAL REGISTER OF HISTORIC PLACES
P.O. BOX 37127 MAIL STOP 2280
800 NORTH CAPITOL ST. NW
WASHINGTON DC 20013-7127

The Director of the National Park Service is pleased to announce actions on the following properties for the National Register of Historic Places. For further information contact Edson Beall via voice (202) 343-1572, fax (202) 343-1836, regular or E-mail: Edson_Beall@nps.gov

This list is also available on-line for viewing, downloading, and printing from our web site:
<http://www.cr.nps.gov/nr/listings/nrlist.htm>

CHECK OUT OUR NEW ON-LINE TRAVEL ITINERARY OF BALTIMORE

at the National Register Home Page: <http://www.cr.nps.gov/nr/nrhome.html>

WEEKLY LIST OF ACTIONS TAKEN ON PROPERTIES: 8/04/97 THROUGH 8/08/97

KEY: State, County, Property Name, Address/Boundary, City, Vicinity, Reference Number, NHL, Action, Date, Multiple Name

CONNECTICUT, NEW HAVEN COUNTY,
Grove Street Cemetery,
200 Grove St.,
New Haven, 97000830,
LISTED, 8/01/97

FLORIDA, DADE COUNTY,
Boca Chita Key Historic District,
NW section of Boca Chita Key, roughly bounded by Biscayne Bay and a stone wall,
Miami vicinity, 97000795,
LISTED, 8/01/97

FLORIDA, DADE COUNTY,
Sears, Roebuck and Company Department Store,
1300 Biscayne Blvd.,
Miami, 84003903,
LISTED, 8/08/97

FLORIDA, LAKE COUNTY,
Duncan, Harry C., House,
426 Lake Dora Dr.,
Tavarcs, 97000860,
LISTED, 8/08/97

FLORIDA, POLK COUNTY,
Lake Wales Historic Residential District,
Roughly bounded by the Seaboard Airline RR grade, CSX RR tracks, E. Polk Ave., S
.. and N. Lake Shore Blvds.,
Lake Wales, 97000858,
LISTED, 8/08/97

DETERMINED ELIGIBLE FOR THE NATIONAL REGISTER

STATE FLORIDA

DATE DETERMINED DEC 4 1984

<u>Name</u>	<u>Location</u>
Sears, Roebuck and Company Dept. Store	Miami Dade County

Also Notified

NPS REGIONAL OFFICE: Southeast
 Advisory Council on Historic Preservation
 1100 Pennsylvania Avenue, NW #809
 The Old Post Office Building
 Washington, DC 20004

State Historic Preservation Officer
 Mr. George W. Percy
 Director, Division of Archives
 History & Records Management
 Department of State
 The Capitol
 Tallahassee, Florida 32301

For further information, please call the National Register at (202)272-3504.



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF HISTORICAL RESOURCES

October 8, 1997

Ms. Sheila M. Anderson
901 Northeast Second Avenue
Miami, Florida 33132

Dear Ms. Anderson,

Thank you for your correspondence concerning the listing of the Sears Building on the National Register of Historic Places. Let me briefly explain the contents of the letter that was addressed to Ms. Sue Camp, representative of the Dade County Cultural Affairs Council.

This letter is simply a notification of an action taken by the National Park Service, a federal agency, that is routed through our office for informational purposes. This is not an action taken by the Florida Department of State since the National Park Service is the Keeper of the Register.

If you feel that this nomination is in error, please feel free to give me a call. I would be pleased to discuss this with you.

Sincerely,

George W. Percy
Director

GWP/jp

cc: Secretary of State Sandra B. Mortham

DIRECTOR'S OFFICE

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SHEILA M. ANDERSON

HISTORIC PRESERVATION DIVISION
97 SEP 29 PM 2:08

September 25, 1997

George W. Percy, State Historic Preservation Officer
R. A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399-0250

Dear Mr. Percy:

I have seen a copy of the letter you wrote on September 12, 1997 addressed to Sue Camp, Dade County Cultural Affairs Council. I negotiated the donation of the property at 1300 Biscayne Boulevard and am directly familiar with the status of the property. I am outraged by your comments.

The City of Miami Commission voted NOT to convey Historic Preservation on this property. Conveyance of title to the county did not change this legal status. A member of the Performing Arts Center Trust, also a member of that Board, was present and voted on this item which was discussed with him in a private, non-advertised meeting by another member of the Trust even though Florida Sunshine Laws govern the actions of the Trust and even though this property was being donated specifically for the Performing Arts Center which meant he should not have been present and certainly should not have voted.

The facts are that City staff decided to bring the matter to the City's Advisory Board, the Board does not have authority to overrule the City Commission, staff has no authority to put items on an agenda, and the action of putting this item on the agenda was done over the adamant objections of Sears.

What an offensive way to treat a major Florida employer and a major donor to this project. Does the Secretary of State expect other good corporate citizens to want to expand their presence in Florida when this kind of behavior is condoned by your department? Your department is supposed to serve the private sector. Why do the comments in your letter make it seem as though you are working for local government employees?

The "historic listing" and the whole process leading up to it is a lie! I have a letter from Parker Thomson, Chairman of the Performing Arts Center Trust, in response to my objections to this entire matter who writes that lies are not uncommon in the proceedings of government. What an indictment that is!



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF HISTORICAL RESOURCES

September 12, 1997

Sue Camp
Dade County Cultural Affairs Council
111 N. W. First Street
Suite 625
Miami, Florida 33128

Re: Sears Building, 1300 Biscayne Boulevard, Dade County, Florida

Dear Ms. Camp:

The above referenced property has been officially listed in the National Register of Historic Places as of August 8, 1997 (see enclosed printout). The Sears Building, located at 1300 Biscayne Boulevard, Miami, Florida was determined eligible for listing in the National Register of Historic Places by the Keeper of the Register on December 4, 1984. The building was listed after the current owner of the building, Metro-Dade County, requested removal of the owner objection to listing.

On behalf of Secretary of State Sandra B. Mortham and our historic preservation staff, I congratulate you on achieving this formal recognition of the historic significance of this property. We appreciate your interest in preserving this important element of Florida's cultural resources.

With every good wish and warm regards,

Sincerely,

George W. Percy
State Historic Preservation Officer

GWP:gvg
Enclosure

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FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF HISTORICAL RESOURCES

September 24, 1997

Mr. Michael Spring, Executive Director
Dade County Cultural Affairs Council
111 Northwest First Street, Suite 625
Miami, Florida 33128

Re: The Sears Roebuck & Co. Department Store

Dear Mr. Spring:

It is a pleasure to forward the enclosed certificate honoring the listing of the above referenced property in the National Register of Historic Places.

We hope that you will display this certificate in an appropriate location as a permanent reminder of the historical significance of this property. We will be happy to answer any questions you may have regarding the National Register Program, and to work with you in any way we can to preserve this important cultural resource.

Please do not hesitate to call us if we can be of any help.

Sincerely,

George W. Percy
State Historic Preservation Officer

GWP:Gbm

Enclosure

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DETERMINED ELIGIBLE FOR THE NATIONAL REGISTER

STATE FLORIDA

DATE DETERMINED DEC 4 1984

<u>Name</u>	<u>Location</u>
Sears, Roebuck and Company Dept. Store	Miami Dade County

Also Notified

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Advisory Council on Historic Preservation
1100 Pennsylvania Avenue, NW #809
The Old Post Office Building
Washington, DC 20004

State Historic Preservation Officer
Mr. George W. Percy
Director, Division of Archives
History & Records Management
Department of State
The Capitol
Tallahassee, Florida 32301

For further information, please call the National Register at (202)272-3504.

Mattick, Barbara

From: Amy Groover Strelman [amy_strelman@janus-research.com]
Sent: Monday, April 12, 2004 12:12 PM
To: 'Mattick, Barbara'
Cc: 'Kammerer, Laura'; 'Gaske, Fred'
Subject: RE: Sears Tower Pics

Barbara, Thank you for your help. Amy

-----Original Message-----

From: Mattick, Barbara [mailto:BMattick@dos.state.fl.us]
Sent: Monday, April 12, 2004 12:07 PM
To: 'Amy Groover Strelman'
Cc: Kammerer, Laura; Gaske, Fred
Subject: RE: Sears Tower Pics

Amy,

Because one of the main reasons the tower was listed in the National Register was the architectural features of the tower, Carl Shiver and I feel that the Sears Tower remains eligible for listing the National Register. According to the nomination, the building, completed in 1929, "is one of the finest examples of the Art Deco style architecture in Miami and embodies the distinctive features of that style as applied to a large, commercial structure. The building, moreover, is the earliest known example of the Art Deco style in Dade County, predating the Art Deco buildings on Miami Beach by almost six years. Furthermore, the building was designed by the Nimmons, Carr and Wright, a prominent architectural firm from Chicago. In describing their design approach, Nimmons said, "Features of importance were emphasized in a simple way by enrichments of stone carving in low relief." Such carvings were found only on the tower. Therefore, even though the other parts of the building have been demolished, the tower alone retains its architectural significance, and remains eligible for the Register at this time.

I hope this helps.

Barbara

Barbara E. Mattick
Deputy State Historic Preservation Officer
For Survey & Registration

-----Original Message-----

From: Amy Groover Strelman [mailto:amy_strelman@janus-research.com]
Sent: Monday, April 12, 2004 10:53 AM
To: 'Mattick, Barbara'
Subject: Sears Tower Pics

Barbara, Please find two photos of the Sears building, which I took last week. You can see the new Performing Arts Center which will be attached to the Sears Tower being constructed at this time. Thank you for your assistance, Amy

FLORIDA DEPARTMENT OF STATE
Office of the Secretary
Office of International Relations
Division of Administrative Services
Division of Corporations
Division of Cultural Affairs



MEMBER OF THE FLORIDA CABINET
Division of Library & Information Services
Division of Historical Resources
Ringling Museum of Art
Division of Licensing
Division of Elections

FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF HISTORICAL RESOURCES

July 10, 1997

Ms. Carol D. Shull, Keeper
National Register of Historic Places
United States Department of the Interior
National Park Service
Post Office Box 37127
Washington, D. C. 20013-7127


Dear Ms. Shull:

This letter is to forward to you the enclosed notarized letter from Michael Spring of Metropolitan Dade County's Cultural Affairs Council, which states that Metro-Dade County is the present owner of the former Sears Building, located at 1300 Biscayne Boulevard, Miami, Florida. The Sears Building was determined eligible for listing in the National Register of Historic Places by the Keeper on December 4, 1984. As the current owner, Metro-Dade County requests removal of owner objection to listing. They ask that the property be listed as quickly as possible.

We, therefore, request an expedited review and a waiver of the 45 day review period.

We greatly appreciate your cooperation in this matter. If you have any questions, please contact Gary V. Goodwin, Historic Preservation Planner.

Sincerely,


George W. Percy
for State Historic Preservation
Officer

GWP:gvg
Enclosure

DIRECTOR'S OFFICE

R.A. Gray Building • 500 South Bronough Street • Tallahassee, Florida 32399-0250 • (850) 488-1480
FAX: (850) 488-3353 • WWW Address <http://www.dos.state.fl.us>

ARCHAEOLOGICAL RESEARCH
(850) 487-2299 • FAX: 414-2207

HISTORIC PRESERVATION
(850) 487-2333 • FAX: 922-0496

HISTORICAL MUSEUMS
(850) 488-1484 • FAX: 921-2503

METROPOLITAN DADE COUNTY, FLORIDA



STEPHEN P. CLARK CENTER

PERFORMING ARTS CENTER TRUST, INC.
c/o CULTURAL AFFAIRS COUNCIL
SUITE 625
111 N.W. 1st STREET
MIAMI, FLORIDA 33128-1964
TELEPHONE: (305) 375-4634
FAX: 375-3068

July 8, 1997

Mr. George Percy
State Historic Preservation Officer
Department of State
Division of Historical Resources
R. A. Gray Building
500 South Bronough Street
Room 305
Tallahassee, FL 32399-0250

Re: Historic Preservation Eligibility/Designation for the former
Sears Building, 1300 Biscayne Blvd., Miami, FL

Dear Mr. Percy,

Metro-Dade County is the property owner of record of the former Sears Building located at 1300 Biscayne Blvd. Miami, Florida. Attached is confirmation of ownership from the Metro-Dade County Department of Property Appraisal.

Metro-Dade County supports the National Register's eligibility listing for Historic Preservation Designation of the above mentioned property. As its owner, Metro-Dade County is seeking to remove the objection for Historic Preservation Designation presented by the previous owners.

Thank you for your continued assistance and cooperation to Metro-Dade County. Please feel free to contact me should you need any additional information at (305) 375-4634.

Sincerely,

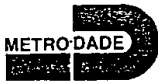
Handwritten signature of Michael Spring in cursive.

Michael Spring,
Executive Director

Handwritten signature of Xiomara A. Casado in cursive.

NOTARY PUBLIC
STATE OF FLORIDA
XIOMARA A. CASADO
COMMISSION # CC 354464
EXPIRES MAR 26, 1998
BONDED THRU
ATLANTIC BONDING CO., INC.

METROPOLITAN DADE COUNTY, FLORIDA



STEPHEN P. CLARK CENTER

DEPARTMENT OF PROPERTY APPRAISAL
ADMINISTRATIVE DIVISION
SUITE 710
111 N.W. 1st STREET
MIAMI, FLORIDA 33128-1984
(305) 375-4004
FAX (305) 375-3024

July 8, 1997

Mr. George Percy
State Historic Preservation Officer
Department of State
Division of Historical Services
R.A. Gray Building
500 South Bronough Street
Room 305
Tallahassee, FL 32399-0250

RE: Sears Building, 1300 Biscayne Blvd., Miami, FL.

Dear Sir:

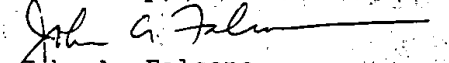
The purpose of this letter is to confirm that the above referenced property is owned by Metropolitan Dade County.

The attached document is an official copy of the records of the Dade County Department of Property Appraisal. This record shows ownership to be as follows:

Dade County
Cultural Affairs Coordination
1300 Biscayne Blvd.
Miami, FL. 33132-1608

Any questions on this matter can be referred back to the undersigned.

Sincerely,


John A. Falcone
Director for Administration

* * * * * VALUE INQUIRY * * * * *

PTXM0175

FOLIO 01 3231 035 0010 PROP ADDR 1300 BISCAYNE BLVD MCD 0101
 07/08/97 LAST INSP 07/92 ZNG 6402 CLUC 0047 BLDG YR 1938 SLUC 8600
 NAME AND LEGAL * PREV CHG 01/12/96 VALUE HISTORY RES YR
 DADE COUNTY YEAR 1995 1996 01/01/97
 CULTURAL AFFAIRS COORDINATION LAND 3892925 3892925 3892925
 1300 BISCAYNE BLVD BLDG 25000 25000 25000
 MIAMI FL MARKET 3917925 3917925 3917925 E
 331321608
 31 53 42 3.57 AC M/L ASSESS 3917925 3917925 3917925
 BOULEVARD TRACT PB 100-65 HEX
 TRACT A WVD
 LOT SIZE 155717 SQ FT TOT EX 3917925 T 3917925 T 3917925 T
 TAXABLE
 MUNICIPAL TAX STATUS: EXEMPT STATE EXEMPT: COUNTY
 STRP#/LOC 102950 PLATE 000 SALE AMT DATE TYPE I/V TINC 9003
 XF 2 BATH
 BDR UNIT
 ADJFT 124047 BLDS 3
 NBHD DIST 03

PF2-LGL PF3-SP DIST PF4-FOLIO SEARCH

PF8-INTV MENU PF9-R/C MENU PF10-EXIT

THIS IS A TRUE COPY OF THE RECORDS
 ON FILE IN THE OFFICE OF THE
 METROPOLITAN DADE COUNTY PROPERTY APPRAISER
 RD John A. Falco



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State

DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

October 16, 1984

The Honorable Stephen P. Clark
Mayor of Metropolitan Dade County
Dade County Courthouse
73 West Flagler Street
Miami, Florida 33130

Dear Mayor Clark:

Thank you for your recent letter supporting the nomination of the Sears Building to the National Register of Historic Places. I am pleased to say that, at its meeting on August 31, the Florida National Register Review Board gave us a positive recommendation to formally nominate the property to the National Register. Unfortunately, because the present owner of the property has objected to nomination of the building to the National Register, we will be unable to seek nomination at this time. However, it is our intention to submit the nomination to the National Register for a determination of eligibility. If, as we expect it will, the property is determined eligible for listing in the National Register, it could be formally listed at any time should either the present or any future owner cease to object to its listing.

Once again, we thank you for your support of this nomination. We hope that, through eventual National Register designation, we will be able to affect the preservation of this landmark Miami building. If you have any questions regarding the procedures of nomination or the National Register program in general, please feel free to contact me.

Sincerely,

George W. Percy
State Historic
Preservation Officer

GWP:Zds

DETERMINED ELIGIBLE FOR THE NATIONAL REGISTER

STATE FLORIDA

DATE DETERMINED DEC 4 1984

<u>Name</u>	<u>Location</u>
Sears, Roebuck and Company Dept. Store	Miami Dade County

Also Notified

NPS REGIONAL OFFICE: Southeast
Advisory Council on Historic Preservation
1100 Pennsylvania Avenue, NW #809
The Old Post Office Building
Washington, DC 20004

State Historic Preservation Officer
Mr. George W. Percy
Director, Division of Archives
History & Records Management
Department of State
The Capitol
Tallahassee, Florida 32301

For further information, please call the National Register at (202)272-3504.



FLORIDA DEPARTMENT OF STATE
George Firestone
Secretary of State
DIVISION OF ARCHIVES,
HISTORY AND RECORDS MANAGEMENT
The Capitol, Tallahassee, Florida 32301-8020
(904) 488-1480

August 15, 1984

In Reply Refer to:

Michael F. Zimny
Historic Sites Specialist
(904) 487-2333

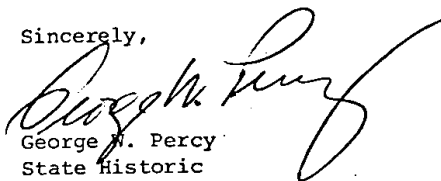
D. Charles Houk
Sears Merchandise Group
675 Ponce De Leon Avenue N.E.
Annex 95
Atlanta, Georgia 30395

Dear Mr. Houk:

Thank you for your letter of August 9 informing us of your objection to the nomination of your property in Miami to the National Register of Historic Places. We appreciate your providing us with an explanation of your reasons for objection. In accordance with your request, we will not pursue National Register listing for your property. However, as you are aware from your conversation with Michael Zimny of my staff, it is our intention to submit the nomination for the building to the National Register for a determination of eligibility. If the building is determined eligible for listing, it could be listed in the National Register in fairly short order at any time if the future owner of the property would have no objection to listing.

As you are aware, the nomination prepared for your property will be considered by our Review Board on August 31. Your attendance at this meeting is not required, as we will communicate your concerns regarding the nomination to the Review Board. Mr. Zimny will be in touch with you in advance of the meeting to answer any questions which you may have.

Sincerely,


George W. Percy
State Historic
Preservation Officer

GWP:Zds

xc: Joyce Myers, City of Miami Planning Office

FLORIDA-State of the Arts



Merchandise Group

SOUTHERN TERRITORY
675 PONCE DE LEON AVENUE, N.E.
ANNEX 95
ATLANTA, GEORGIA 30395

404/885-3866

August 9, 1984

Mr. George W. Percy
State Historic Preservation Officer
Florida Department of State
Division of Archives
History and Records Management
The Capitol
Tallahassee, Florida 32301-8020

Dear Mr. Percy

Your letter of July 16, 1984, concerning the nomination for listing in the National Register of Historic Places of the Sears' store located at 1300 Biscayne Boulevard, Miami, Florida, has been referred to me for response. As indicated in the attached statement, Sears is not presently interested in the listing of the Sears' store in question in the National Register of Historic Places. This is to advise you that Sears is presently finalizing the contractual arrangements for the sale of the Sears' property in question to a party who is most interested in the preservation of the building and the listing of the property in the National Register of Historic Places. It is my further understanding that the listing in the National Register of Historic Places will be pursued by the new owner upon a closing of this transaction.

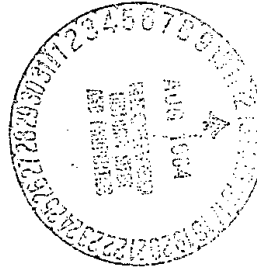
At this point in time, it would be the mutual desire of Sears and the prospective owner to process the paperwork necessary for the nomination for listing in the National Register of Historic Places as far as is possible without committing Sears to follow through with such nomination or designation process in the event the proposed sale of the property falls through. Such a preliminary processing would expedite the nomination process by the new owners once the sale is concluded.

In summary, Sears is interested in assisting the new owners in expediting the process of the nomination for the National Register for Historic Places; however, Sears does not want to have the property so nominated or designated while Sears is the owner and in the event the proposed sale does not go through, it is Sears' position that the building should not be so designated or nominated.

RICHARD G. WILKINS
Territorial General Counsel

ATTORNEYS

THOMAS C. PHILLIPS, JR.
D. CHARLES HOUK
CHARLES H. BOWERS
JAMES C. CARR
STANLEY MORRIS
DAVID T. WOLF
RAYMOND P. CARPENTER
PAMELA S. DOWNS
STEPHEN P. GEORGEON
JANNE CASTLEBERRY



RECEIVED
AUG 14 1984

HISTORIC PRESERVATION
SECTION

Mr. George W. Percy
August 9, 1984
Page Two

With the foregoing in mind, it is requested that Michael F. Zimny call me to discuss the review board meeting scheduled for August 31, 1984, in Tallahassee.

Very truly yours,



D. Charles Houk

DCH:cw

cc: Douglas S. Lyons, Esquire
Stinson, Lyons & Schuette

Charles N. Dobbins
Sears D/824RE-S



Merchandise Group

SOUTHERN TERRITORY
675 PONCE DE LEON AVENUE, N.E.
ANNEX 95
ATLANTA, GEORGIA 30395

RICHARD G. WILKINS
Territorial General Counsel

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RAYMOND P. CARPENTER
PAMELA S. DOWNS
STEPHEN P. GEORGESON
JANNE CASTLEBERRY

404/885-3866

August 9, 1984

Mr. George W. Percy
State Historic Preservation Officer
Florida Department of State
Division of Archives
History and Records Management
The Capitol
Tallahassee, Florida 32301-8020

Re: Sears Property
1300 Biscayne Blvd.
Miami, Florida

Dear Mr. Percy:

This is to advise you that Sears, Roebuck and Co. objects to a listing of the subject property in the National Register of Historic Places. The undersigned, on behalf of Sears, Roebuck and Co., certifies that Sears, Roebuck and Co. is the sole owner of the property in question.

Very truly yours,

D. Charles Houk

DCH:cw

cc: D. S. Lyons, Esquire
C. N. Dobbins, D/824RE-S

Carl W. Whitaker
Notary Public

August 9, 1984
Date

Notary Public, Georgia, State At Large
My Commission Expires May 22, 1987





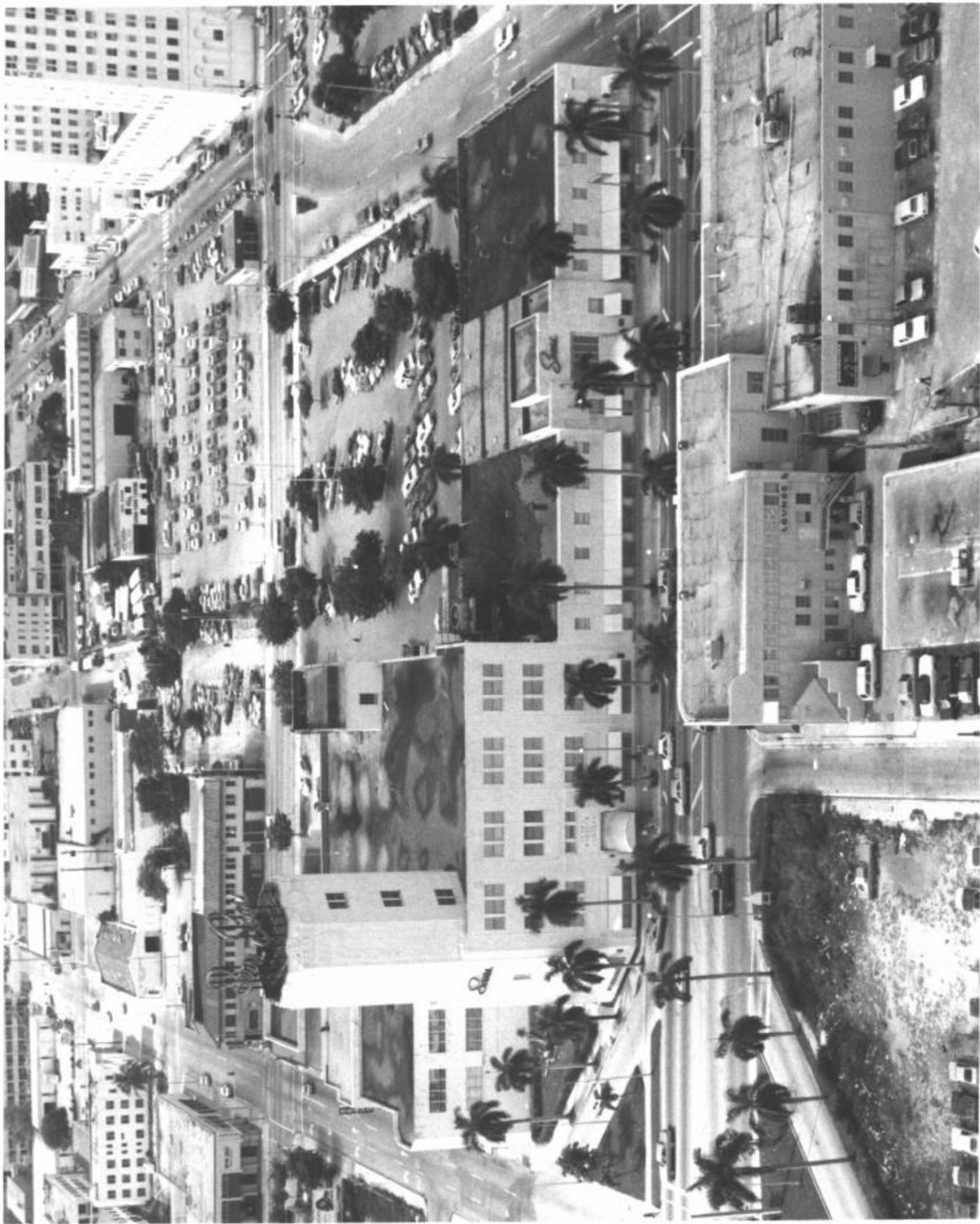


80A 1109

Sears, Roebuck and Co. Department Store
1300 Biscayne Boulevard, Miami
(Dade County), Florida
Sarah Eaton
1984
City of Miami Planning Department
South and east (front) facades
Photo 1 of 8



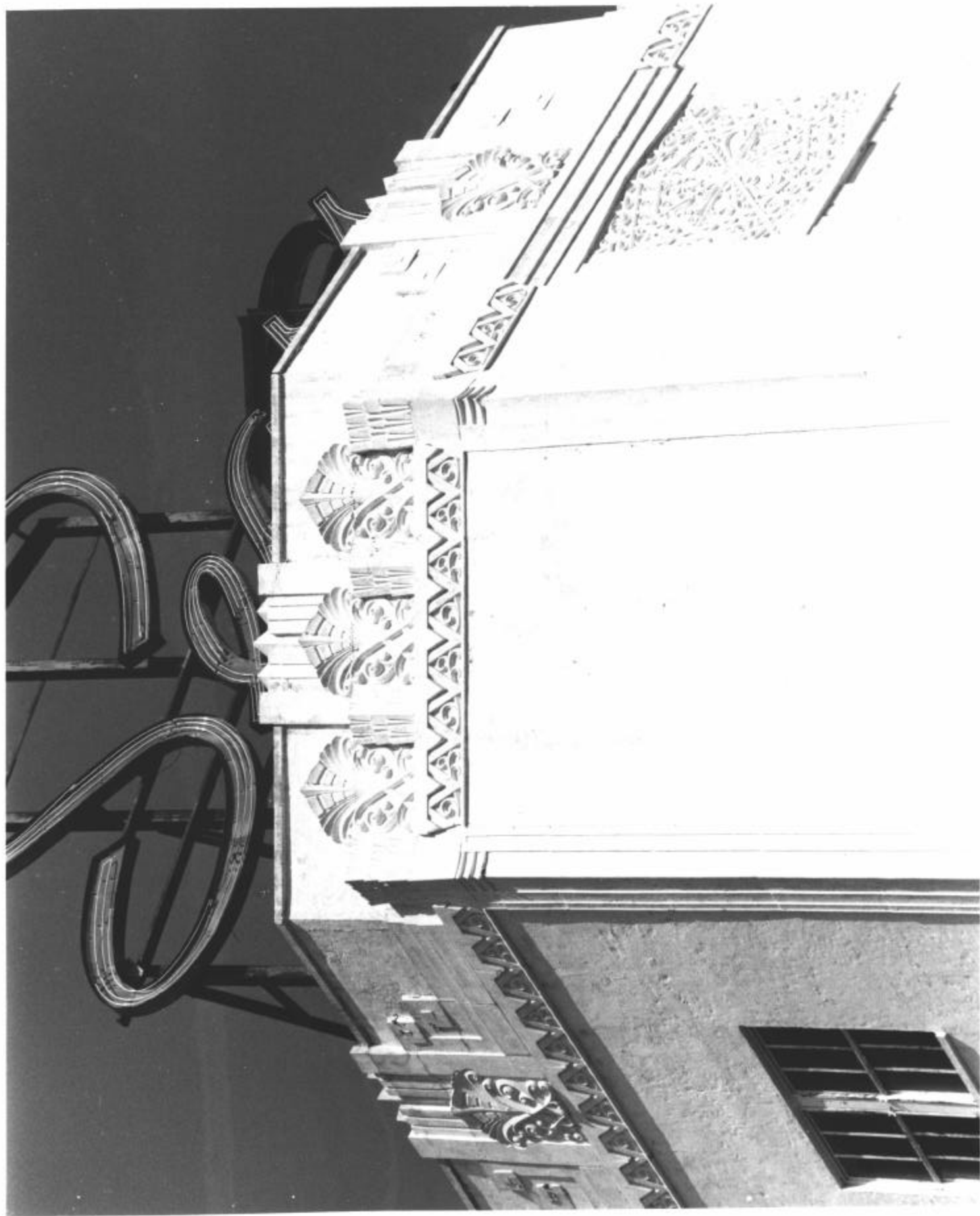
Sears, Roebuck and Co. Department Store
1300 Biscayne Boulevard, Miami
(Dade County), Florida
Sarah Eaton
1984
City of Miami Planning Department
East (front) facade, and north facade
Photo 2 of 8



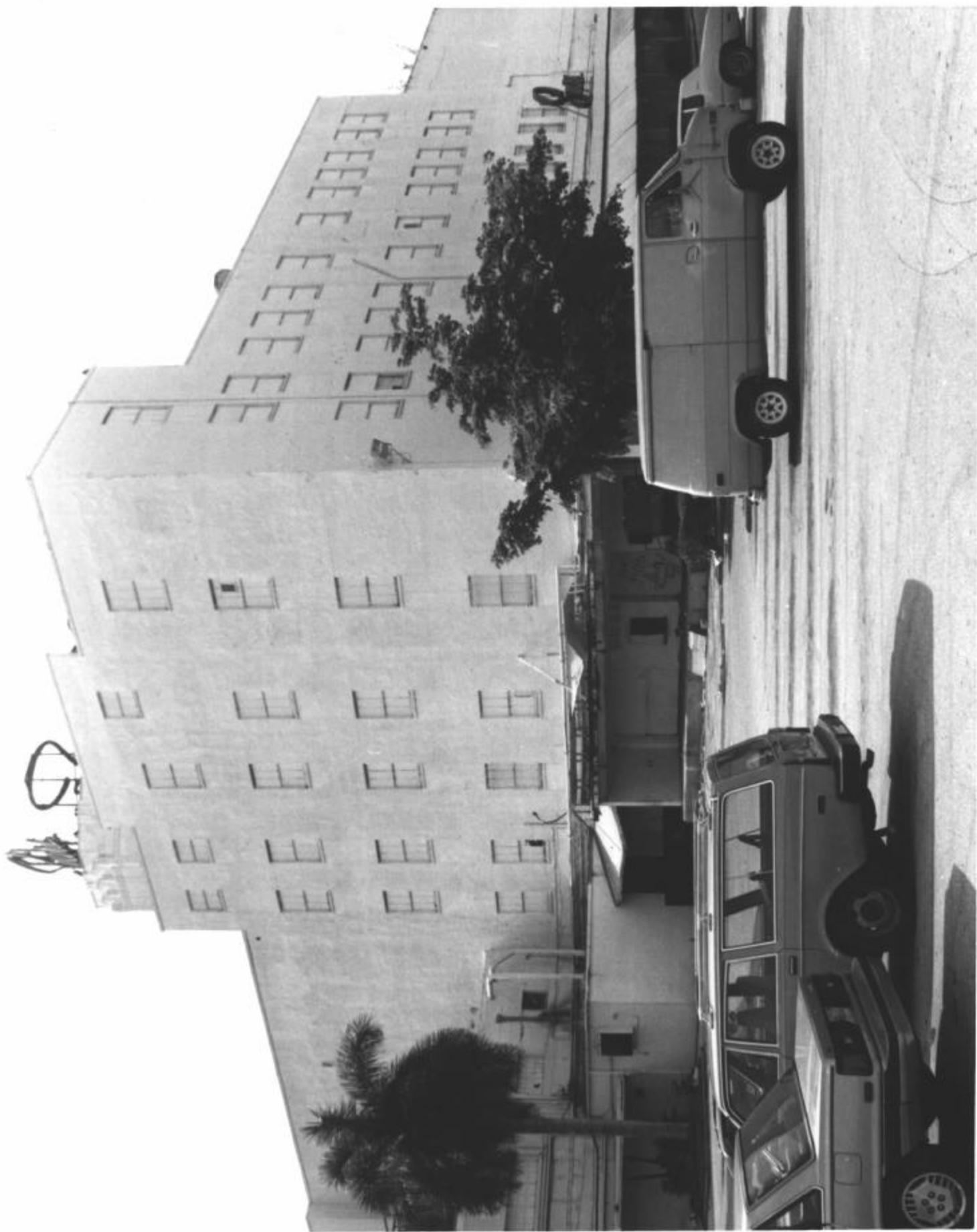
Sears, Roebuck and Co. Department Store
1300 Biscayne Boulevard, Miami
(Dade County), Florida
Sarah Eaton
1984
City of Miami Planning Department
Aerial view looking west
Photo 3 of 8



Sears, Roebuck and Co. Department Store
1300 Biscayne Boulevard, Miami
(Dade County), Florida
Sarah Eaton
1984
City of Miami Planning Department
Tower
Photo 4 of 8



Sears, Roebuck and Co. Department Store
1300 Biscayne Boulevard, Miami
(Dade County), Florida
Sarah Eaton
1984
City of Miami Planning Department
Tower detail
Photo 5 of 8



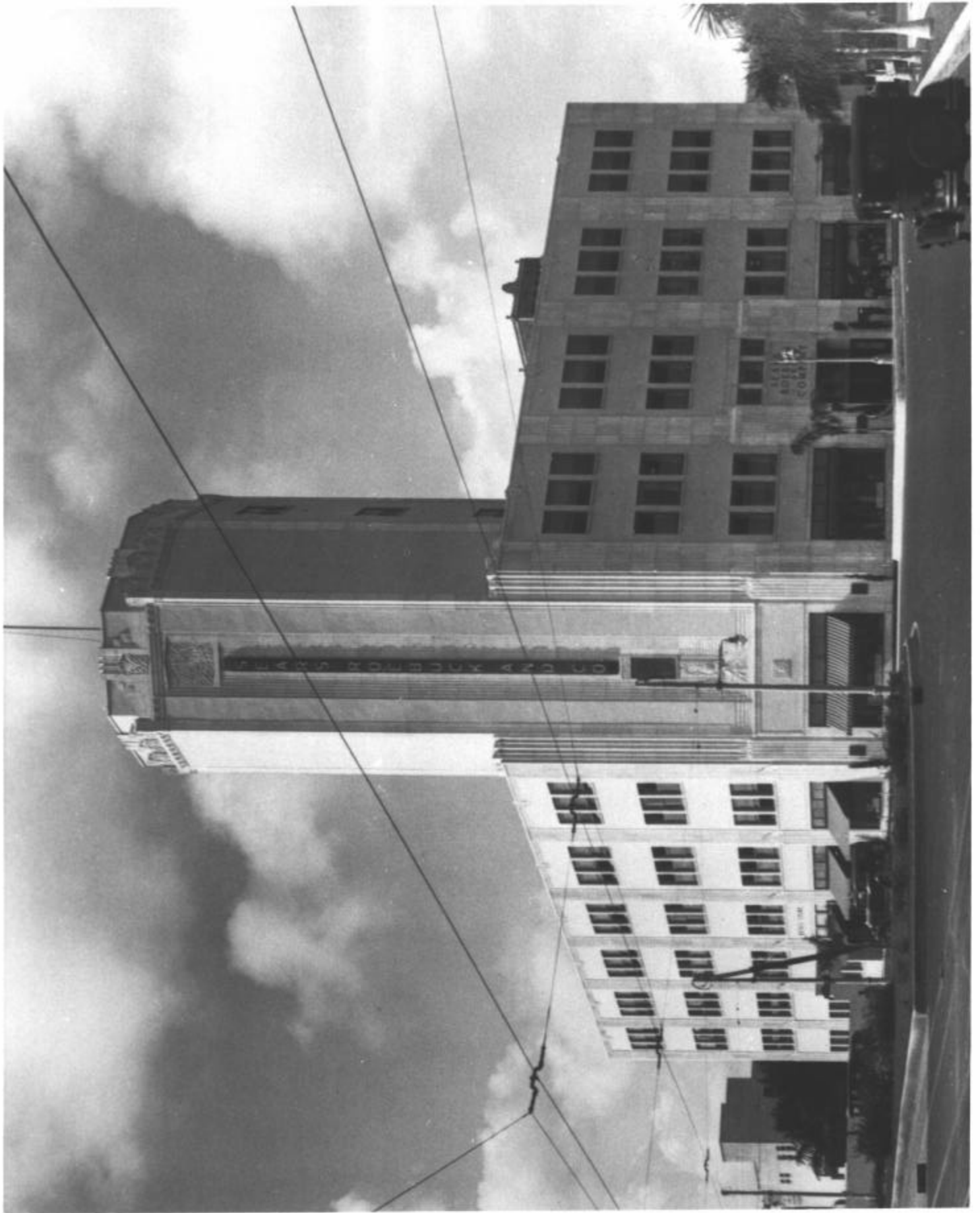
Sears, Roebuck and Co. Department Store
1300 Biscayne Boulevard, Miami
(Dade County), Florida
Sarah Eaton
1984

City of Miami Planning Department
West (rear) facade
Photo 6 of 8



Sears, Roebuck and Co. Department Store
1300 Biscayne Boulevard, Miami
(Dade County), Florida
Sarah Eaton
1984

City of Miami Planning Department
Service station and garage
Photo 7 of 8



Sears, Roebuck and Co. Department Store
1300 Biscayne Boulevard, Miami
(Dade County), Florida
Sarah Eaton
1930

Historical Association of Southern Florida
South and east (front) facades
Photo 8 of 8